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DEC. 1907

OFFICE APPLIANCES

A Monthly Magazine
Edited
by
GEO. H. PATTERSON
AND
EVAN JOHNSON

Reviewing
the field of Typewriters, Adding Machines, Time and Cash Recorders, Loose Leaf Devices, Office Furniture, Supplies and Specialties

Devoted to the INTERESTS of all MAKERS SELLERS and USERS of MODERN OFFICE DEVICES

Guiding
the interests of Manufacturers, Commercial Stationers, Office Appliance Dealers, Salesmen and Consumers, and Reporting New Inventions

VOL. VII

THE OFFICE APPLIANCE COMPANY
303 DEARBORN STREET
SUITE 804-805-806 CHICAGO

No. 1

TRADE MARK REG. NOV. 1905

"With the KEY on the Cover"

HF5541
.T9 02

See it with the case off

¶ You will then understand why business men trade in adding and listing machines of other makes in part payment for new Burroughs.

¶ The part of the Burroughs that does the work — that makes work easy, that shortens a bookkeeper's hours of toil and lengthens the days of his life — that gives uninterrupted service day in and day out, year after year, lies under the case.

¶ See it — have it explained to you — know it as you want to know a man before you give him your faith and confidence. You will then understand why the Burroughs is the only adding machine generally adopted by concerns which demand accuracy — because it is the only machine that is unfailingly accurate and dependable. It's all under the case.

¶ There is only one Burroughs Adding and Listing Machine because there is only one Burroughs mechanism, one Burroughs principle — unequalled and unapproached. You will realize this when you see the Burroughs with the case off. The Burroughs is so simple — just a straightforward principle of mechanics that your childhood "see-saw" days will recall — you can understand it in five minutes.

¶ There is a Burroughs branch office not far from you. Will you let a Burroughs man show you what a Burroughs is, with the case off? There is no obligation or expense on your part.

THERE ARE OVER 61,250 BURROUGHS IN USE TO-DAY

Burroughs Adding Machine Company

67 Amsterdam Street, Detroit, Michigan, U. S. A.

STRATHMORE

Typewriter Papers and Manuscript Covers

There are three grades in the Papers, and four colors in the Covers, each showing a quality for the price that makes the stock full value for the purchaser and a profitable sale for the dealer.

It is a line that we are willing to stake our reputation as papermakers on, and one that you can stand back of every day in the year. Once sold it resells, and it will help your store to sell "STRATHMORE."

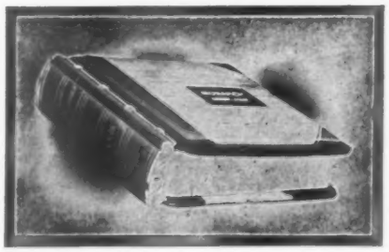
Write us or your wholesaler for sample book showing complete line of 30 items and dealers' discounts.

MITTINEAGUE PAPER COMPANY

MITTINEAGUE, MASS., U. S. A.

MAKERS OF

"STRATHMORE QUALITY" PAPERS



——————————the picture of a Monarch Ledger is similar in appearance to other aluminum-casting back ledgers. But upon examination and comparison you will find in the "Monarch" many distinguishing characteristics. A soundness of parts that gives you confidence in its wearing qualities. A quality of stock that wins your esteem, a perfection of building that appeals to your pleasure in things rightly made, and finally a superiority of finish and symmetry of the whole that commands your approval. The book is a fair sample of our complete line of loose leaf devices, a line that has won a strong place in the field, on the merits of the articles represented. It is carried in the stocks of many of the most conservative houses in the business. If you are not acquainted with it you find will it worth while to confer with us.

The Chicago Binder & File Company

CHICAGO, ILL.

You would not think of conducting your correspondence without a typewriter. A thorough trial of the

Universal ADDING MACHINE
"Prints Red Totals"

will convince you that an adding machine is just as essential to your accounts as a typewriter is to your correspondence.

If you would like to have a demonstration of the truth of this we will gladly furnish a Universal for a thorough test, without expense or obligation on your part. We know what the Universal Adding Machine can do to lessen accounting work and we know that the Universal is the best adding machine made.

The Universal has been designed to accomplish its work of listing and adding with the maximum speed and the minimum effort on the part of the operator.

It has the lightest key touch—the lightest lever pull—individul correction keys—low key board. It prints red totals and sub-totals and the work is always in full view of the operator.

The new wide paper carriage makes the Universal more practical than ever. The Universal can now be adjusted to any style of vertical or horizontal ruling, making it perfectly adaptable to all kinds of loose leaf work.

Let us demonstrate to you that the Universal Adding Machine will increase your accounting efficiency and your profits at the same time. A word from you and we will deliver the Universal to your office for a free trial. No obligation to buy it if you do not want it.

Write for free copy of our illustrated booklet.

Universal ADDING MACHINE CO. 3823 Laclede Ave., St. Louis

Branch Agencies in All Principal Cities.

One of The Vital Issues

TO A

Typewriter Dealer

is the transforming of his second-hand machines into *real* money.

¶ Granting that repair facilities be all that could be desired, yet repairing second-hand machines is only a makeshift at best. No matter how completely the repairs are effected, the resultant machine cannot be compared with the efficiency of a *rebuilt*, particularly a Grady-Rebuilt machine.

¶ THE DIFFERENCE BETWEEN A MERELY REPAIRED AND A GRADY-REBUILT MACHINE EXPRESSES ITSELF ONLY IN DOLLARS TO THE DEALER, AND IT STANDS TO REASON THAT OUR FACILITIES FOR HANDLING THIS REBUILT WORK MOST ECONOMICALLY ARE FAR SUPERIOR TO THOSE OF THE AVERAGE DEALER.

¶ All that is necessary is simply to send your old machines to us, boxing them in the right way.

¶ And when we have finished our work, when all defects shall have been remedied, after all nickel and enamel work has been refinished, then the Rebuilt guarantee pronounces the machine O. K.

¶ Then back it goes to the dealer and he is in line for about twenty dollars clear profit.

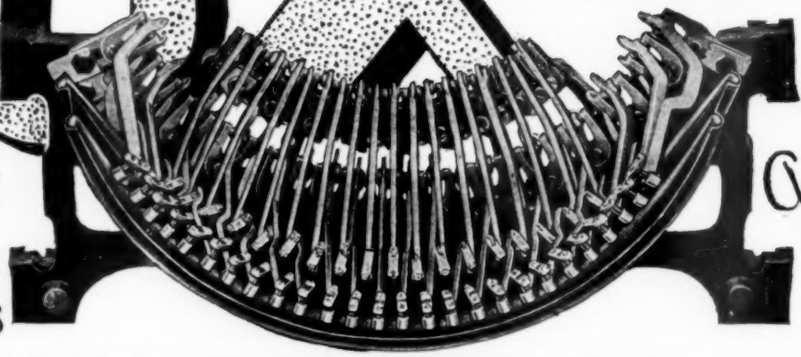
¶ WE HAVE ON HAND ALL THE TIME A VERY LARGE ASSORTMENT OF REBUILT MACHINES, EVERY ONE OF WHICH IS A MONEY-MAKING OPPORTUNITY FOR A DEALER. MANY THE MAN WHO WOULD BE GLAD TO HAVE ONE OF THESE REBUILT MACHINES IN PREFERENCE TO A NEW ONE, IF FOR NO OTHER REASON THAN THE GREAT SAVING IN MONEY. IF YOU WILL BUT LET US KNOW, WE WILL BE GLAD TO PLACE OUR PRICE LIST IN YOUR POSSESSION. YOU'LL FIND IT A MONEY-MAKER.

REBUILT TYPEWRITER COMPANY "AS GOOD AS EVER"

39 Dearborn Street, Chicago, Ill.

FOX

THE DOUBLE SEGMENT TYPE GATE



44 Keys 44 Type Bars

16½ inch Assembling Surface

AND THE RESULT

The Fox has Established the Durability of the Visible Typewriter

Notice the heavy typebar with its wide pivotal bearing, adjustable to take up wear as it may occur.

Notice the manner of assembling these typebars in the "basket". See the large amount of assembling surface,—plenty of room and "forced" alignment unnecessary.

OTHER DISTINCTIVE FEATURES OF THE FOX ARE:

WRITING ENTIRELY VISIBLE, showing printing line and printing point.

INTERCHANGEABLE CARRIAGES, 5 carriages of different lengths can be used on one machine.

TABULATOR
TWO-COLOR RIBBON
POWERFUL MANIFOLDING QUALITIES
LINE LOCK
AUTOMATIC RIBBON REVERSE
STENCIL CUTTING WITHOUT TOUCHING RIBBON

A card writing attachment with every machine without extra cost.

We are willing and anxious to demonstrate the superiority of the Fox in any office anywhere at our expense.

We have some desirable territory open for dealers and have a liberal proposition. Correspondence is solicited.

FOX TYPEWRITER CO.

Executive Office and Factory

GRAND RAPIDS, MICHIGAN

Madison Square Garden Show, Booths 37, 38, 39

THE WEBSTER

STAR BRAND

This first point you should study well'
When you decide a thing to sell;
And You should be sure that it's first-class;
every kind of test will pass.'

Then meditate with thoughtful mien.
Reflect, "Can I on no one lean,
And feel a trust most absolute,
That all my wants they'll execute ?"

These points will surely meet your eye.
We know you will not pass them by.
Read next the one above these lines,
With it the left point combines,
And then from point to point please read,
And in the last one find your need.

I'll write to them this very day,
For lower terms and prices pray.
And receive from worry free,
Henceforth I'll live more happily."

"Why, yes, of course, there's WEBSTER BRAND,
It's widely known, in every land,
It's stood all tests for years gone by,
And never fails to satisfy."

"The goods are made with utmost care,
And Every other make outstrip,
That's made by Webster Company."

THE WEBSTER
STAR ★ BRAND
NON FILLING
TYPEWRITER
RIBBONS
TRADE MARK
F. S. WEBSTER CO.
BOSTON, MASS.

THE WEBSTER
TRADE
MULTI KOPY
MARK
CARBON PAPERS

F. S. WEBSTER COMPANY

332–342 CONGRESS ST.

BOSTON — MASS.

A Standard Type-bar Machine for OFFICE and TRAVELERS

The SUN TYPEWRITER No 2

The ONLY Portable Standard

Aluminum

Visible Type-Bar Machine Made

Complete outfit, $55. Weighs 15 lbs.

Dealers Wanted Everywhere

The Sun Typewriter Co.

317 Broadway, New York

Typewriter users everywhere have been educated to demand the highest grade of typewriter supplies.

Remtico Typewriter Supplies

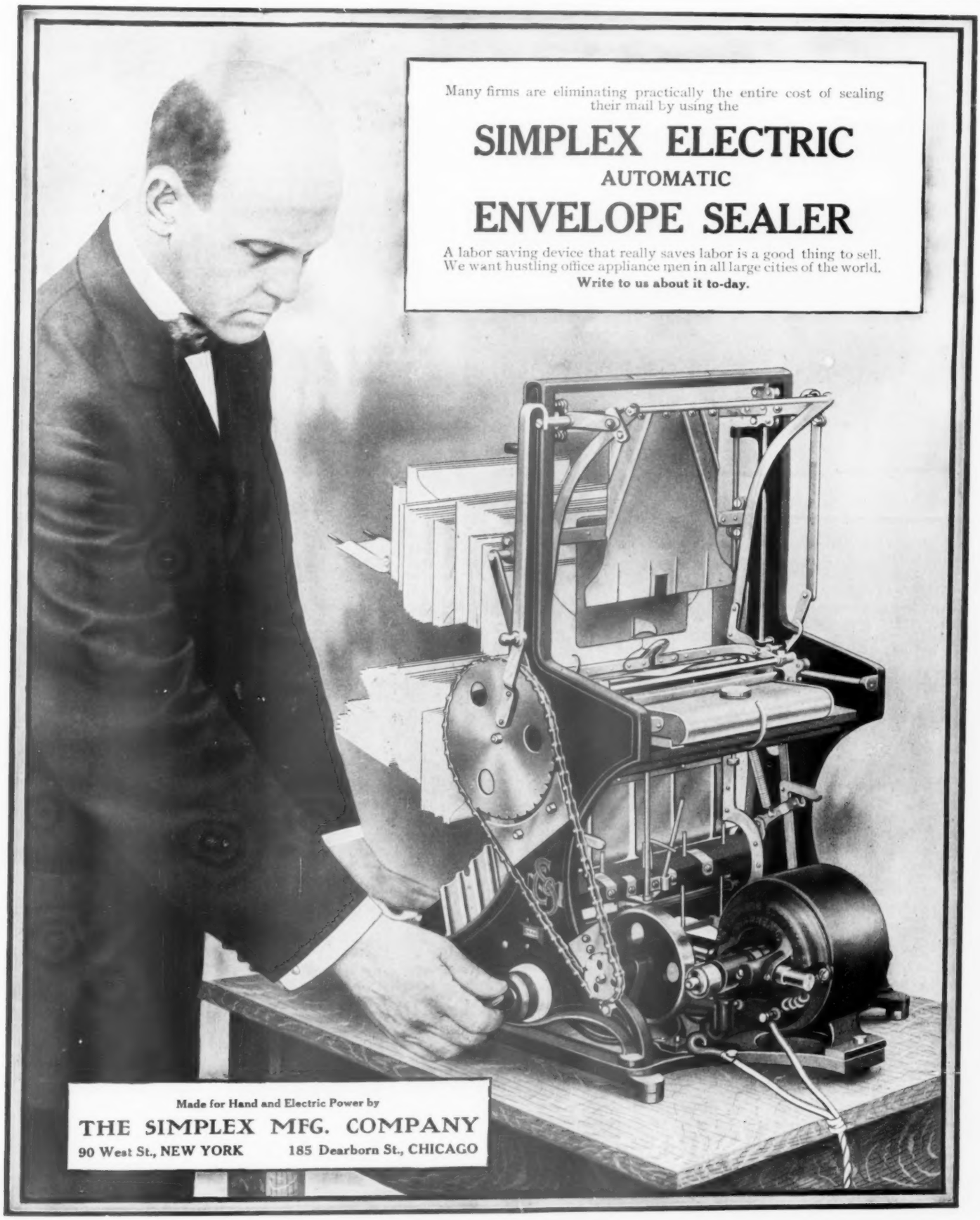
Manufactured by the

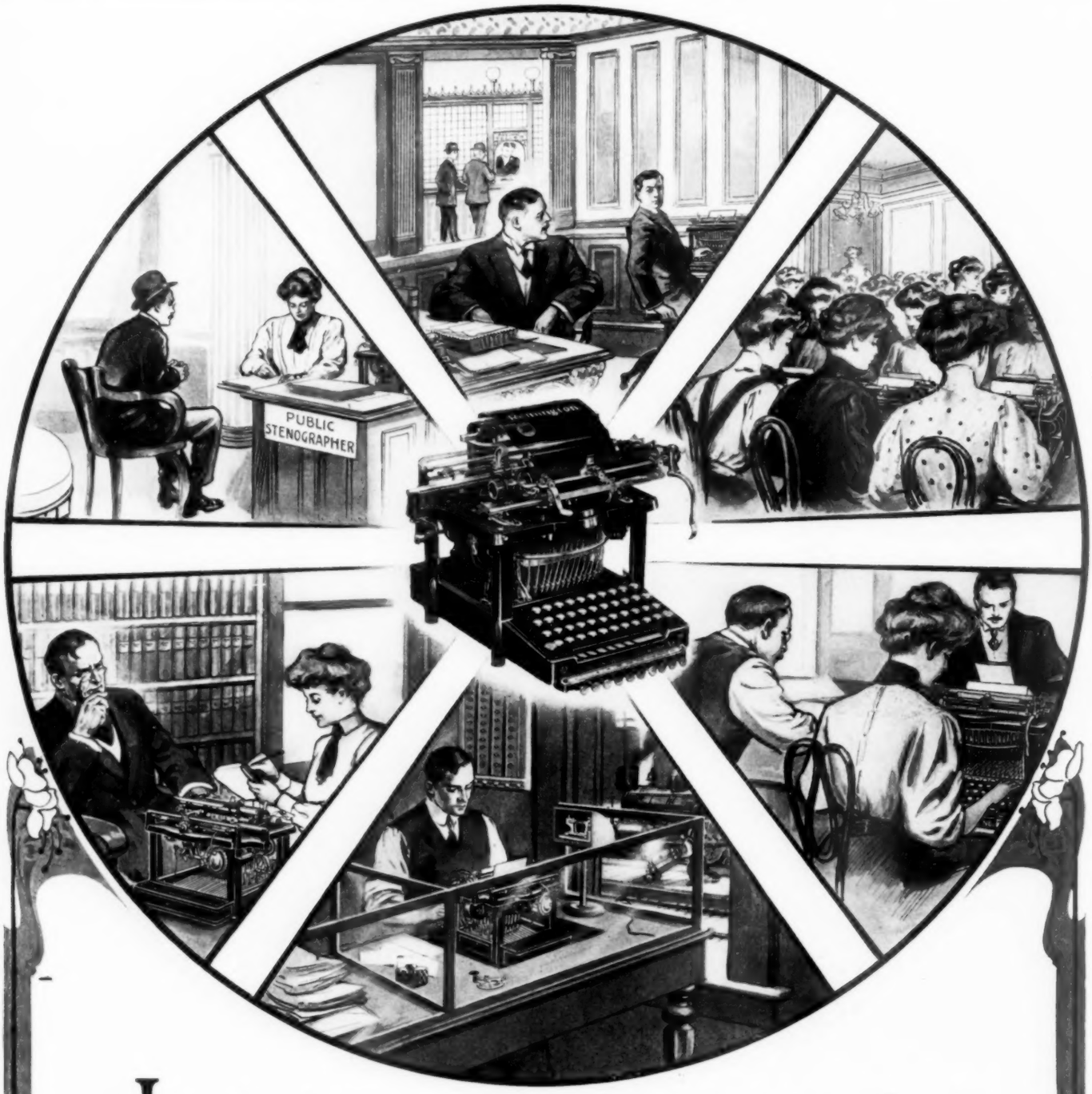
Remington Typewriter Company
(Incorporated)

Are recognized by users of writing machines the world over as the highest grade goods on the market.

The leading **Remtico** goods are PARAGON RIBBONS and PARAGON and RED SEAL CARBON PAPERS

Remington Typewriter Company
(INCORPORATED)
325-327 Broadway, New York, N. Y.


Many firms are eliminating practically the entire cost of sealing their mail by using the
SIMPLEX ELECTRIC
AUTOMATIC
ENVELOPE SEALER
A labor saving device that really saves labor is a good thing to sell. We want hustling office appliance men in all large cities of the world.
Write to us about it to-day.
Made for Hand and Electric Power by
THE SIMPLEX MFG. COMPANY
90 West St., NEW YORK
185 Dearborn St., CHICAGO



Just the best typewriter that money can buy!

The Remington

Remington Typewriter Company
(Incorporated)
New York and Everywhere

The Gravity-Lock Binder

Constant Effort has been made since Loose-Leaf Ledgers came into use to construct a lock operative without a key. This has been accomplished in the Gravity-Lock Binder, the locking device of which, working automatically and requiring no key to operate it, is "broadly new," its patents being basic ones, and as such have been sustained by the courts.

THE SUCCESS OF THE GRAVITY-LOCK BINDER

ITS PATENTS UPHELD BY THE COURTS. ITS USEFULNESS APPRECIATED BY BUSINESS MEN.

SINCE THE ADVENT OF THE GRAVITY-LOCK BINDER

it has been the custom of manufacturers of Loose-Leaf Ledger Binders to advertise that their devices can be so securely locked with a key that a sheet cannot be removed until the Binder is opened with a key, something usually very easy to obtain.

A Radical Departure in lockmaking has been made in the Gravity-Lock construction; the use of ratchets, screws, springs, keys and cranks, necessary in the operation of all other locking devices so far invented, being done away with in the Gravity-Lock Binder.

In All Parts of the Binder are Combined the principles which are essential in the manufacture of such Binders with new ideas of construction, each tending towards strength, durability and simplicity. All objectionable features common to Ledger Binders have been eliminated.

One Would Think to Read some advertisements, that each office had one or more persons seeking an opportunity to extract a leaf from a ledger, and that it must be kept locked like a cash drawer.

No Reasons are Given why this particular safety is demanded for a Loose-Leaf Ledger Binder, which is not usually left lying around to be handled by others than the bookkeeper, whose duty it is not only to protect it against the abstraction of sheets, but also from the scrutiny of all except his employer or others authorized by him; while many forms of as great importance as a ledger sheet, such as Customers' Orders, House Orders, Merchandise Receipts and Charge Sheets of a Loose-Leaf Billing System, are kept in Binders and Holders that offer no security whatever in locking devices.

Those Who Have Looked Into the merits of such advertised devices readily understand that such a feature is exploited because the devices in question are inoperative without keys, and some of them can neither be opened nor closed, and others when closed cannot be opened without keys.

It is The Necessities of the devices, not security, that make keys necessary to them.

When a Key is Lost, additions to and transfers from such a Binder cannot be made until a new key is obtained.

The Gravity-Lock Binder was put into practical use in business houses in the early part of 1904.

From The Start it Has Met With Unexampled Success.

The Gravity-Lock Binder has won 98 times out of each 100 competitions with other Binders and upon its merits alone.

This was testified to under oath in our recent suit against an infringing concern.

It Has Been Successful principally because it can be opened and closed without a key, yet can be securely locked with a key.

The Other Points of Excellence that have contributed to its success are set forth in our Catalog "B" entitled:

Iuquire Within and Seek No Further for Anything You Want to Know About Loose-Leaf Ledgers, Binders & Holders.

If you are interested we will send it to you upon request. You can get more information from it than from any other book of the kind published.

J. S. McDONALD COMPANY

Manufacturing Stationers.

Factory and Office, 605 Irving Park Blvd., Chicago

The UNDERWOOD STANDARD TYPEWRITER

HISTORY

All new models of typewriters since the **Underwood** became prominent, have been of the Underwood form—visible writing.

OLD PROPHECY

Years ago a bold prophecy was made—**"The machine you will eventually buy is the Underwood."** This is rapidly becoming history.

NEW PROPHECY

All old style machines will soon be superseded by Underwood form—visible-writing machines.

A SUGGESTION

Buyers will please "Govern themselves accordingly," accepting no experiments and buying no passing models. No mistakes can be made by placing orders with the Company that introduced and perfected **Visibility,** revolutionized typewriter construction, captured the world's championships, preserved the salaries of salesmen and managers, and worked its way into the hearts of the buyer and operator. Investigate the conditions of the second hand market.

GRATITUDE

With sincere thanks to the hundreds of thousands of **Underwood** patrons for past favors, We beg to remain, very respectfully,

UNDERWOOD TYPEWRITER COMPANY, 241 Broad'y, New York

WALES VISIBLE

LISTING *and* ADDING MACHINE

Everything in Sight

WHY IT EXCELS ALL OTHERS:

1. It has *Visible Totals.*
2. It IS a *Visible Printer.*
3. Its novel *Automatic Key Correction* saves 25% of the time of your operator on regular work.
4. It has a paper carriage with a *lateral movement only,* so that items *must be printed* on the paper.
5. It has an *automatic* ribbon feed and reverse.
6. It has an *automatic* clear signal.
7. It has a *perfectly constructed* bell signal and item counter.
8. It has a *mechanical governor* which makes possible great speed.
9. It is constructed on the correct mechanical principle.
10. Its neatness of design.
11. Every part of the machine is made from the best the market affords, of its respective kind.
12. As it is clearly the *Best on Earth,* none other can be better.

Allow us the privilege of proving our claims *Ask for Catalog and Prices*

THE ADDER MACHINE COMPANY

WILKES BARRE, PENNSYLVANIA, U. S. A.

Too Well-Made to Sell for $100

At one of the National Business Shows, a competitor, after hearing and seeing a demonstration of the **Secor Standard Visible Writing and Billing Machine** said: "I would like to see one of your regular machines—machines you make for sale and **not for exhibition."** It happened that the particular machine being demonstrated was equipped with a Peruvian keyboard, being a regular stock machine taken out of a shipment going to Peru. The speaker's attention was called to that fact and the keyboard was offered as proof that it was a regular stock machine. He exclaimed: **"You don't mean to say you make every machine as fine and substantial as this one; that every machine is as well finished as this machine? How can you make a machine as well made as that is and sell it for $100.00?"** *

This is only an instance of how the Secor appeals to men. Its wonderful versatility, its surprising perfection, its remarkable conveniences, and **its substantial, well-built, well-finished appearance cause an instant recognition of its superior merit.** When a man has made a critical, technical examination of the Secor; when he has seen it subjected to every conceivable test not only from a functional but an operator's standpoint; when he has seen it do things that have heretofore been utterly impossible of performance on a writing and billing machine, he frankly expresses his opinion that it is the "best thing he ever saw." Men who have stopped to sneer when they saw it was a new machine, **have stayed to wonder, and to praise.**

Men have traveled 3,000 (three thousand) miles to see the Secor and all have agreed it was worth the journey and the expense, for these men, experienced, capable, wide-awake typewriter men, have backed their judgment with their money, their time, and their reputation, in making a contract for its sale. **When a machine will command a man's money, his time and his reputation,** and will engender an enthusiasm that makes him outspoken in his praise, **it has—must have—merit, abiding and superior. The Secor is that machine.**

The Secor
121 Housatonic Avenue

SECOR VISIBLE
TRADE MARK

Typewriter Co.
Derby, Conn., U. S. A.

* The above conversation took place at the Chicago Show last March.

WHY McKEAN LOST THE PRIZE

The International Typewriting Contest for Speed and Accuracy was contested for in October last, in which sixteen of the best typewriter operators of the country entered. Miss Rose Fritz was the winner. Peter A. McKean was the winner of the Second Preliminary, and stood a good chance to secure one of the six cash prizes offered, but unfortunate for Peter, during the Final Event, his **copy** fell to the floor, and in replacing it disarranged the pages, thus forfeiting his chances in the contest. Had he used a

"WRITING-IN-SIGHT" COPYHOLDER

this "accident" would not have happened, and his work would have been counted among the winners.

It was a noticeable fact, that the operators who DID use **Copyholders,** made the best records. Those who were "wise" to the **little things** that go to assist an operator in these events were among the "prize winners." It is quite evident that a good "COPYHOLDER" should be used by all who intend to secure the most from their machines, and the use of the **"WRITING-IN-SIGHT" COPYHOLDER** is the most practical one for this purpose, because it brings the **line of vision directly over the typewriter keyboard.**

These holders are selling in large quantities to schools, colleges and commercial users.

A Right-in-Sight Copyholder express to any dealer in the U. S. upon request.

Our Agents are Making Big Commissions. Send for Sample.

The COMBINED TOOL CO., Leominster, Mass.

Combined Typewriter Desk

40x42 Inches Floor Space

This combined Cabinet and Desk is a marked improvement over the ordinary typewriter desk. When open, as shown in cut, the top forms a shelf upon which the Stenographer can place all finished work during the day. The three drawers at the left may be used as card indexes, filing cases or for note books, envelopes, etc. At the right is a drawer of convenience for pens, pencils, clips, etc. Has all kinds of room for everything required, and capacity for a 2500 card system.

Closed in a second when day's work is done and without tilting the typewriter. This always stands straight.

Desks are made of seasoned oak, beautifully finished, and will not warp, bind or stick. **Send for the Desk** and see for yourself how good a bargain it is for you.

Correspondence with Dealers Invited

The COMBINED TOOL CO., Leominster, Mass.

2500 to 8000 ENVELOPES SEALED IN ONE HOUR

AND EVERY ENVELOPE SEALED AS IT SHOULD BE, BY THE THEXTON SEALER

STATIONERS AND DEALERS WANTED

in all parts of the world to act as our agents. Big money can be made by those who will devote a little portion of their time, or instruct their salesmen to introduce the "THEXTON" sealer to handlers of heavy mail. The advantages to be found in this very practical sealer are many. It is made in several models, to suit the purse and uses of all. It is operated by hand or motor driven. It is simple, neat, accurate, durable, practical and is a money maker for those who handle it.

Over 6,000 in Daily Use in All Parts of the World
Will Seal Any Kind of an Envelope

WRITE TO-DAY for our Illustrated Price List Showing Models and Designs.

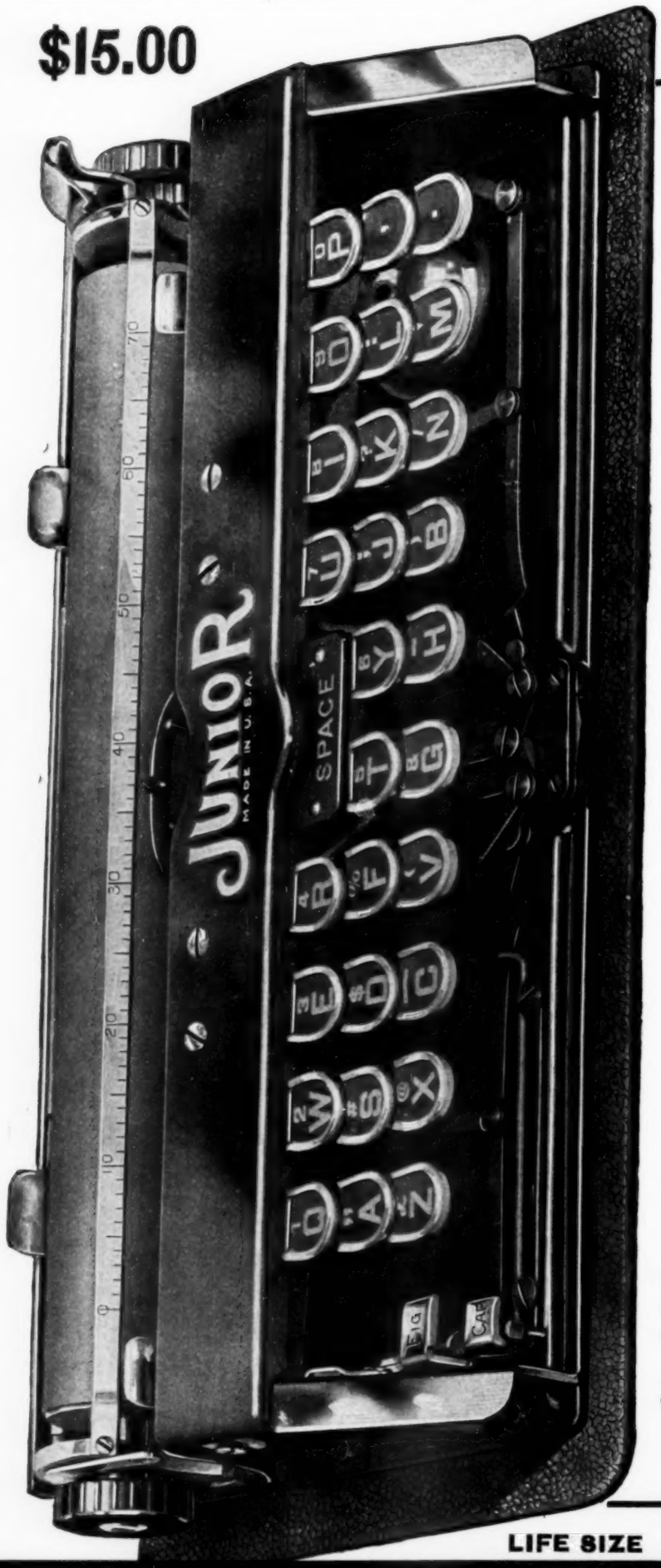
Hand Operated Machine

ACORN BRASS MANUFACTURING COMPANY

51 North Peoria Street
CHICAGO, ILL., U. S. A.

Power Operated Machine

$15.00



LIFE SIZE

Junior–$15

The Smallest Complete Standard Keyboard Portable

Typewriter

SIZE

The "Junior" (the carrying case is 2x5x10), is the smallest complete typewriter, with Universal Keyboard.

ALIGNMENT

Perfect. It simply *can't* go wrong.

SPEED

The "Junior" can write 80 words a minute. While the big machines may write more—the average speed of an expert on one of them is less than fifty

PAPER SIZE

Standard 8½ inch paper, same as any other high grade machine.

DURABILITY

Built of pressed chilled steel and gun metal no machine will wear longer.

KEYBOARD

Universal. Same arrangement as on all the Standard Typewriters, except there are six more characters than on some, and the space bar is more conveniently placed.

SIMPLICITY

With fewer parts—more direct stroke—visible writing—removable type wheel (most easily cleaned), the "Junior" keeps in condition because—*There is nothing to go wrong.*

MANIFOLDING

The "Junior" will write an original and two copies. Some machines will do more. But this is more than enough for most business needs.

PRICE

$15.00. And at $100.00 it couldn't be better built.

AGENTS:—*If you want a real live typewriter to sell, write to-day for agency terms. To save time better order a sample machine.*

Junior Typewriter Co.
95 Worth Street
NEW YORK, U. S. A.

$15

CRANE BROS. WESTFIELD, MASS. LINEN PAPERS

Manufacturers of

"GOLD MEDAL" LINEN LEDGER
"JAPANESE LINEN"
"WARRANTED ALL LINEN"
WRITING PAPERS

Papers from these Mills are the best made for Blank Books, County and State Records, Typewriters, Correspondence, Drafts, Checks, etc.

Each Sheet has Watermarks of the Japanese Crane

FREE SAMPLES TO DEALERS OF OUR LINE OF TYPEWRITER PAPERS—Write for them

Typewriter Ribbons

"CROWN" AND "GLOBE" BRANDS

Strictly high-grade ribbons. Materials and colors are the best obtainable.

CARBON PAPER

"CROWN," "GLOBE" and **"PIONEER"** brands, with medium, extra hard and soft surfaces respectively. Will make more and better, clearer and sharper copies than any other carbon paper on the market. All of the highest quality, remarkably durable and suitable for use in any climate. Sold at prices which, considering the quality, make them the best Ribbons and Carbons on the market. We want Agents and will make Special Prices and Discounts for Export Trade. Write for catalogues and information.

The Crown Ribbon and Carbon Mfg. Co., ROCHESTER, N.Y. U. S. A.

IF YOU ARE LOOKING FOR

BLOTTING PAPER

AND WANT GOOD BLOTTING

USE THESE { **"STERLING"** [IS GOOD] **"IMPERIAL"** [IS BETTER] **"STANDARD"** [IS BEST]

The STANDARD PAPER MFG. CO., Richmond, Va.

Look for the name on every piece. It guarantees the quality.

See your Jobber or write to us.

¶ We make *nothing but blotting* and only GOOD BLOTTING—and more of it than any mill in the country.

¶ Get samples of "CURI-CURL" the latest and prettiest thing in *embossed fancy colors.*

WHAT TIME WAS IT? "HOGGSON" TIME STAMPS TELL

If you are depending upon "Tom" or "Bill" to SCRATCH DOWN the TIME with chalk or charcoal, you are traveling in the stage coach. Use a TIME STAMP and KNOW. They conclusively settle all disputes. Be sure to get a stamp that plainly prints the CORRECT TIME legibly on ANY SMOOTH SURFACE the hand can reach.

"HOGGSON'S DOES IT."

Times Every Act, Operation or Transaction, Receipt or Delivery of Mail, Telegrams, Phones, Orders, etc. Keeping track of Time and Labor for Cost Systems.

In successful use for over eight years by some of the largest concerns in this and other countries. Booklet for Postal.

AGENTS WANTED. **S. H. HOGGSON & CO., 106-108 Fulton St., N. Y.**

Dispense With Trial Balances

Of Personal Accounts by using our Proof.

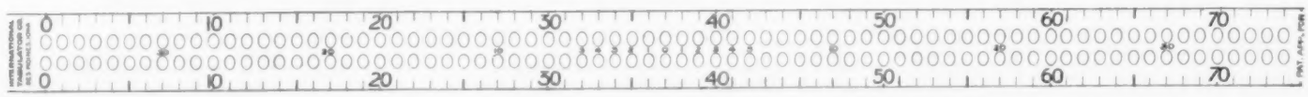
It is practical and requires no change of system.

Money Refunded if not an Absolute Proof that Personal Accounts agree with general books.

Why not eliminate the Trial Balance of these accounts. Write for circular.

MILLER & HAM, 7th & Market Sts., Chattanooga, Tenn.

INTERNATIONAL TABULATING SCALE BAR



Attractive, simple, inexpensive, durable. Always on the machine, always ready for use. Made in modified forms to fit the various makes of typewriters. Serves every purpose of the ordinary scale bar, with the additional features for balancing work on the page and for all tabulating work. A perfect sample with instructions will be sent FREE to typewriter novelty and supply dealers upon request. Retails at $1.00 Liberal terms to agents. Address

INTERNATIONAL TABULATOR COMPANY, DES MOINES, IOWA

1/3 SAVED

Thirty five dollars in your Pocket and **better** Typewriter Service in your Office, when you buy the

Royal STANDARD

Just ponder over that a moment. Let it sink in, then read this slowly:

NO OTHER TYPEWRITER IS SO PERFECT MECHANICALLY, SO SIMPLE AND EASY OF OPERATION, NO MATTER WHAT ITS PRICE MAY BE.

That's good enough to investigate, isn't it?
Better get on the right track
NOW.

$65.00

ROYAL TYPEWRITER CO.
253 Broadway, New York

CHICAGO BOSTON PHILADELPHIA
DETROIT RICHMOND CLEVELAND
ST LOUIS MINNEAPOLIS
HARTFORD

OUR 1908 TRIO

A Word to Our Advertisers

THE JANUARY NUMBER of this Magazine will break all records in the history of the publication. It will be the largest and best we have ever produced, and will attract even more than the usual attention. **It will reach the high water mark in circulation.** The edition will be no less than 15,000 copies and will very likely run 17,500. Full particulars of our plan will be given in due time and a very special opportunity will "knock unbidden at the gate" of every manufacturer of office appliances of whatever kind.

¶ THE FEBRUARY NUMBER will be the big Business and Stationers' Show Program number. This will be the best show the management has ever given in Chicago, and will draw an unusually large attendance. OFFICE APPLIANCES will carry the official program and basing our estimate upon past experience, there will be more than 2,000 copies sold at the show, beside the additional circulation we always have for this number.

¶ THE MARCH NUMBER will carry the news story of the show, the description of the exhibits and an unusual number of special articles. Of this number one thousand extra copies will be sent to a special list of stationers.

¶ THESE THREE NUMBERS constitute our big 1908 Trio. In them lies an opportunity for every manufacturer in the field of Office Appliances—any machine, device or article used in an office or sold by a dealer. The circulation of the three numbers will double the normal amount. Moreover, it will be of a character for which any manufacturer would pay a considerable sum. Our special proposition will put it on a basis that should interest every manufacturer in the business. **Those who do not grasp it will surely fail of their greatest advertising opportunity.**

"The progress of the world is due to the fact that certain persons appreciate the importance of certain things. Those who are convinced, not those who are indifferent, carry the day."

Mr. Gladstone might have substituted the word "business" for "world" and have given us as strong an aphorism.

A POINTER

BERKSHIRE TYPEWRITER PAPERS—a product known and purchased *all* over the world.

We receive orders every day from the most remote parts of the globe. We recently sold a bill to a merchant in Chefoo, China, and not long ago to the Salvation Army in Australia. We have customers all over Europe, in Asia South America, and even Africa.

The World has recognized, and writes to Pittsfield, Mass., for Berkshire Typewriter Papers. Isn't that enough Testimony?

Write in—we'll give you reasons *why* the Berkshire Typewriter Papers are among the highest standards on the market; and *why* it pays *you* to handle this line. We'll send samples as proof.

Eaton-Hurlbut Paper Co.

FOUNDED 1822

Typewriter Paper Department Pittsfield, Mass.

The DITMARS-KENDIG COMPANY

147 CENTRE STREET, NEW YORK

MANUFACTURERS OF THE BEST AND MOST COMPLETE LINE OF

Carbon Papers and Typewriter Ribbons

ON THE MARKET. WRITE FOR SAMPLES AND PRICES.

That

Is a neat, business-like

Address

Look at it!

It is an Addressograph Address

It is a fac-simile of **the best typewriting.** Letters so addressed are treated like **personal business correspondence.** Your advertising is sure to reach the "right man," be opened, read and appreciated. That **gets business.**

What more does an Advertiser want?

This great advantage coupled with:

Superior strength of construction
Indestructibility of metal or rubber printing plates
Low cost of maintenance
Perfect Card Index of addresses tabbed in any required manner
Simplicity of operation

make the **Addressograph** the best and most practical addressing machine on the market. 30,000 users are unanimous in their approval.

The **Addressograph** prints 3,000 fac-simile typewritten addresses per hour on anything—everthing; envelopes, statements, checks, time cards, pay sheets. It saves time and money and can be used to advantage in any business.

Shall we tell you why and how other firms in your line are using the **Addressograph?** Write for catalog and sample indestructible printing plates.

Addressograph Company

234 West Van Buren Street **CHICAGO, ILLINOIS**

C. N. FAY, President
CHAS. B. PRICE, Sec'y and Treas.

J. P. DAVES, Domestic Sales Manager
(Formerly 287 Broadway, New York)
Now—127 Rees Street :: :: Chicago

The Remington-Sholes Company

Is offering a most attractive proposition to responsible dealers. Something entirely new. As you are interested in money making, write for particulars.

Remington-Sholes Co.

127 Rees Street CHICAGO

"With the KEY on the Cover"

OFFICE APPLIANCES

OPENS the DOOR to the MODERN OFFICE

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THE foolish employee who is imbued with the idea that the business cannot get along without him is like Æsop's fly on the chariot wheel which remarked: "My what a dust I raise."

JOSEPH BOYER
President
BURROUGHS ADDING MACHINE COMPANY
Detroit, Mich.

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OFFICE APPLIANCES

REVIEWING the Field of Typewriters, Adding Machines, Time and Cash Recorders, Loose Leaf Devices, Office Furniture, Supplies and Specialties.

A MONTHLY MAGAZINE

GUIDING the Interests of Manufacturers, Commercial Stationers, Office Appliance Dealers, Salesmen and Consumers, and Reporting New Inventions.

Vol. 6. CHICAGO, DECEMBER, 1907. No. 7.

The Benefits of Analysis.

In Connection With Its Direct Success In All Affairs of Life.

By A. H. Barkerding.
(Of Mittag & Volger, Park Ridge, N. J.)

To many of us in connection with the passing of time in relation to the changes of the seasons, the varying weather conditions, the rising and setting of the sun, the starry heavens, the appearance of the moon at its regular intervals, is no doubt considered in the light of natural events. Scientists and astronmers have derived the greatest pleasure by obtaining an insight into the causes of all of these conditions; in other words, by analyzing the conditions surrounding them have greatly benefited mankind by their discoveries, accumulated from the careful analyzation given the various subjects; in fact every advantage that we enjoy in this progressive age has come to us through a process of analysis on the part of some one. Human nature, however, in general, is such that we consider very lightly the advantages that we enjoy to-day and with which we are surrounded on all sides; consider our telephone, telegraph, railway and steamboat accommodations; the many things obtained through and by means of electricity; they are all blessed inventions, and all inventions of a nature that represent the greatest benefit to mankind, and yet not one but represents the greatest amount of thought and study on the part of its inventor; this, in fact, represents true analysis; therefore has this not direct bearing on everything that we come in contact with; and the great question that arises is, how much would each of us be benefited individually by giving a little more time and attention to analyzing the conditions and circumstances which we come in touch with every day, instead of accepting them—or at least most of them—as simply a matter of fact? It has been said that the happiest man is he who thinks the least; that may seem to be so at first sight, but it certainly places a great limitation on what constitutes real happiness; in fact placing a limitation that is very unnatural, because it certainly must represent a far greater happiness to know the reason "why" of things; to be able to delve deep under the surface and gratify the natural curiosity of the mind; because surely we cannot go on, and on, and on, without occasionally stopping to ask questions concerning this or that which we see about us; and it can be argued that a greater general knowledge of the things about us would certainly lead to far greater happiness. This knowledge, of course, can only be obtained by analysis, using the word in its figurative as well as literal sense, and doing this would also lead to a better knowledge of ourselves, and which resulting as it must in a better knowledge of our fellow men, very slowly but surely would bring us nearer to the ideal.

These preliminary remarks are intended to reach the subject in mind, and as directly applicable to the business world, and considering the importance of business to all of us it does not seem inconsistent by any means to connect research and idealism with it. There is not a person on earth who is not either directly or indirectly connected or interested in some business venture; naturally so, as it is, we may say, the very source of our existence, at least as affording us the means of livelihood. It may truly be said that installing a little more idealism into our business would tend to brighten it and to make our tasks a little more agreeable, at least to remove that absolute coldness which is supposed to infect business transactions; but here again analysis would step in and help us to gain the day. Take in all lines of business and we see in each certain houses that taper away above the others and which stand in bold relief. Why? Simply because the heads of those concerns commenced their career by careful study of their business; in other words, every branch of it was subjected to the most crucial analysis, and this pertained not only to the actual management of the business, but to every detail connected with it, particularly in reference to the character of the raw material used in the manufacture of their products; the maintenance of uniformity; the refusal in every case to buy inferior products on the rise of the market, considering rather a loss in profit than a decrease in quality; showing, therefore, how carefully the situation had been analyzed, and the success of which is emphasized in the progress made by these reliable firms. Reputation, which is in fact the dearest thing to a business house, is only obtained by pursuing methods of this kind. Following reliability we have confidence closely behind it, because there is nothing of such inestimable value to a business house as the confidence of its customers. The business house, therefore, possessing these elements has surely reached the ideal in commercial life; representing, however, an idealism that has been accomplished and achieved only by the most careful analysis into every detail entering into it. We could therefore apply the principle in every direction, and in time the habit of analysis would become a keen pleasure. Referring again to its application in business, it can be shown that it not only helps to upbuild the business in which we are individually interested, but it helps in a large measure to give strength to others. It may be asked, how can that be? Why, by pursuing the strictest and most legitimate methods, which assures to our competitor a consideration which should exist between those engaged in the same lines of business. What, may be asked, does this consideration consist of? A consistent desire to maintain fair selling values, refraining from the crying down of another's products, and pursuing in general business on the principle that we must all live and that there is room enough for all of us. A careful analysis of this thought would show that this is absolutely true; and referring to the selling values of any article, this is a subject that should receive the most careful analyzation on the part of every one that has something to sell, particularly considering how much is due to the individual manufacturer for the efforts that he has put forth in placing on the market articles of a commercial value. It is due to him to secure a fair profit, not only over and above the cost of the goods, but for the value of his time; the value of that portion of his life which he had devoted to his business. This may seem a somewhat sentimental aspect, but we cannot separate sentiment from our lives, and neither should we strive to do so, because if we do we have nothing but a mere shell left. Perhaps this side of the question has not presented itself, but give it careful analysis and see if it does not contain facts of great value to you in connection with the operation of your business.

In concluding this subject, we may well be pardoned for making direct reference to ourselves, but we feel that we are entitled to do so; our business in its own particular line stands out as a prominent success, and there are, of course, reasons for it, but the principal reason is that from the very beginning we have endeavored to apply the most careful analysis to every detail of our business, and have continued to do so more and more each year; and this analysis has led us to devote the most careful attention to the manufacture of the goods, which has resulted in our putting on the market that which is rightly and justly considered to be the finest goods of the kind manufactured. We have also devoted every attention to the treatment afforded our trade, in fact have endeavored to analyze that department of our business so carefully that we are constantly working for the purpose of securing the utmost confidence of our trade, resulting, as it must, in our holding their patronage indefinitely, and thus seing to analyze every problem as it comes up according to the methods always pursued, that our business will be perpetuated.

We now desire to thank those who have always given us their confidence and to assure them that on our part we shall leave nothing undone to merit its continuance.

Classifying Daily Mail.

A Treatise On the Subject of Handling Mail for Several Individuals or By Many Departments.

By. F. W. Risque.

(Of Sieber & Trussell Mfg. Co., St. Louis, Mo.)

How often have you discussed the question of system with your fellow office manager and gone into details almost too trivial to recall, but always with one object: to learn how others solve the many little questions of saving the precious moments of the busy day, avoiding doing any unnecessary work achieveing results as directly as possible and making the machinery of the office as smoothly running as a perfect organism should be.

How often have you found that one obstinate little cog would seemingly cause delay or cause useless confusion. Among the apparent trifling matters may be the improvement in mail distribution, immediately after opening it.

In a small business the proprietor reads all correspondence, knows every detail and answers the few letters needing attention. As the business grows his duties become more exacting and he is uncertain how to divide the responsibility. He still opens, reads and digests the mail, and as the volume increases he sorts out the letters, passing one class to one clerk and others to still different departments. Later on he uses his blue pencil, underscoring passages or circling parts of each letter to call attention to it, and leaves the execution to his assistants with no systematic check upon performance.

Many instances occur of requests unnoticed, differences unadjusted, which are brought to light only by subsequent letters on the subject from angry customers. He might consult his friends and find that they also have grappled with the question, have pursued the same course, and rely upon the attention of assistants in carrying out details, but with the same experience in neglect. Had he but known of the great improvement developing along this line he could soon readjust his own system, but he is well aware of the fact that the many seemingly inferior duties of the office are never touched on in print but are altogether questions of tradition or experience.

In some houses the blue pencil is used to note the initial of the department or special clerks to whose attention the matter should be brought. Though this method is tedious and involves time which might be devoted to other duties, the questions at stake are too important to be neglected, yet on the whole, the system is the most satisfactory that so far has occurred to him.

In some houses the following is the procedure: A supply of printed slips with different names and captions, and all having one end prepared for pasting, are kept in a convenient place by the one who passes upon the mail. He may have the envelopes previously cut and contents removed and possibly stamped with a dating time stamp showing receipt and these papers placed on his desk. He then goes through the mass and affixes or pastes one or more of these little stickers, as the case may require, to each of the letters. They might read:

Order Department
Cashier
Credit Department
Claim Department
Return, after attention, to Mr. ..... desk

Another system is to have a blank sticker upon which is printed a list of the names of department heads and sub-departments classified; this blank (A) is attached to the incoming letters and on the list the names of departments as desired are checked. On some stickers additional space is provided in which a brief memo, at the time, is made calling attention to certain facts or action needed.

Mr. Smith
Mr. Jones
Mr. Robinson
Mr. Dix
Mr. Simpson
Etc.

(A)

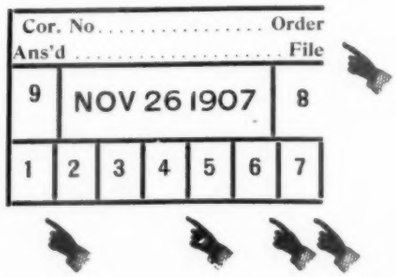
In still other houses certain memo blanks are used on which the office receiving the mail indicates

the date of letter
from whom received
a memo for department attention

and these slips, each containing extracts of some letter, are distributed, avoiding the necessity of passing the original letters to different heads.

There are also many other methods more or less elaborate, each of which seem to answer the needs of the particular house using it. After going through the experiences of others the following system was finally adopted by one large house:

Departments were numbered and notice posted of the numbers so given, that each clerk might be so informed. A dating stamp was ordered with these numbers arranged on the margin so that when the mail was received, as each paper was stamped it would have a space for "correspondent's file number," a space for "order number," and a series of marginal figures for designation of route of paper or letter.



Each head of department was provided with a small stamp of a hand in the center of which his department number was placed. Each of the many clerks was furnished a suitable small stamp with his initials and brief legend such as "O. K.," "Entered," "Examined," etc.

When the mail has been stamped, upon receipt, it is placed on the secretary's desk who glances through each letter, and with his little stamp points to the department to which the letter should especially go—unless it is a plain order, a remittance of purchase, and nothing else, when this is placed in its own particular file, or in the special basket on his desk for such communication.

Should the letter need the attention of two or more departments, he points out the departments and places the letter in the basket of the department to which it should first go. When the matter is attended to by the first department the chief there checks his number, or makes such memo as may be necessary, and passes the letter to the department which should next logically have it, and so on until full attention has been given. When all numbers have been checked the paper is placed in any one of the numerous filing baskets, from which the letters are gathered from time to time during the day to be finally disposed of by filing.

Should, however, the filing clerk notice any one number, as designated, unchecked, she promptly returns it to that department for attention.

Should any department need the letter returned for further consideration, the department chief after immediate or urgent attention is given it, checks his number as evidence that it has had attention to questions stated and then stamps with his hand, again pointing to his own number, indicating that he wishes the letter returned for some particular reasons, either for additional consideration or action.

The last department or clerk having attended to his part stamps with his little "hand" pointing to the word "file," which is authority to the filing department to file the paper, unless the chief filing clerk discovers inattention as above when the paper is returned to that department.

This system fixes the responsibility upon each department and is valuable in tracing and locating the clerk whose inattention or carelessness may have caused the error.

Practical Spelling Reform.

BY HENRY WISE.

A Suggested System and Machine for Its Use.

[a ful and complet system ov speling reform can be mad succesful if it can be demonstrated that it is practical and advantajus in a hi degre, and that it involvs a minimum amount ov efort and expens in its adoption. [if it can be brot into imediat us in the chanels wher it is most neded, its merits wil be most cuikly tested and apreciated.

[the typriter now plas so important a part in bisines transactions and social corespondens, that eny improvment in speling wil be felt first in this feld. [a system ov speling, desind especialy for typriting, if it is legible, rapid, esy to lern, and if it chepens the machin, shud certinly comend itself to the typriter world. [the man ho wons uses a fonic typriter, and discovers that it savs 20% ov his tim, labor and materials, that his corespondents can red and understand his leters with facility, and that his machin has les capital tid up in it than if he usd curent models, wil never return to the old cumbersom and sensles mod ov speling. [now the initial cost ov adopting this system ov speling on the typriter is practicaly nothing, as a fonic typriter wil cost no mor than the ordinary machin; and mony wil be savd from the tim it is put into us.

[the typriter is also the most efectual medium for diseminating and popularizing fonic speling, for every leter riten wil be a silent but convinsing testimonial on its merits and practical utility. [and as the novelty ov the nu speling and nu caracters wers of, as it wil in tim, the advantajes ov the system wil becom mor and mor aparent, and its adoption wil proced with ever increasing rapidity.

[that the system i hav devisd is the best that can be adapted to typriting, is bast on the foloing clams:

1. [the capital sin sweps 25 kes from the kebord at wons, and reduses the total number ov caracters from 52 to 34, thus obviating the us ov the "shift," as compard with single kebord machins, or gratly redusing the area ov manipulation, as compard with the duble kebord machins. [as the cariaj movs when the cap sin is struk, it is not necesary to strik the spas-bar befor begining a nu sentens. [it servs the purpos ov capitalization just as wel as our multiform capitals do, and looks beter.

2. [the nu caracters necesarily employd to mak fonic speling a posibility ar so similar to thos tha displas as to at wons suggest ther us, and as not to present a mongrel aperans when mingled with other leters. [and as the number ov thes is redust to a minimum by adhering to the us ov ecuivalents, the present forms ov words ar preservd as far as posible, thus preserving the genius and integrity ov the languaj so far as is consistent with the neded reform.

HENRY WISE.

3. [the aplication ov the system to the varius clases ov words recuiring to be chanjd is very simple, and can be cuikly lernd and put into practis. [a [manual wil acompany ech machin sold, by the us ov which ol users ov the system wil be enabled to spel with uniformity, and avoid the confusion and anoyans ov a variety ov spelings.

4. [ol the advantajes desird by the most radical reformers ar securd, whil, at the sam tim, the things most prizd by the most conservativ ar preservd. [such a system shud apel with grat fors to ol clases ho realy desir practical reform, and with special fors to the typriter world, into which it wil introdus at wons such grat and obvius economys. [and wons introdust into this feld, it is only a cuestion ov tim when it wil spred to the wider feld ov general printing, and becom a part ov educational work.

5. [mr. [carnagy's costly experiment, however succesful it mit be, wil never result in so thoro, so complet, and so advantajus a system ov riting and printing as i hav perfected at so litle cost. [eny styl ov machin can be ecuipt with the necesary caracters for this system to the financial advantaj ov the manufacturer, and on extremely liberal terms, and the system mad at wons avalable for ol ho wish to us it.

[it is tru, that in a cuestion ov this kind, "the vois ov the peple is the vois ov [god;" and no [company can fors a fonic typriter on the market unles ther is a demand for it. [but if a nu thing has merit, if it is given the proper publicity, a demand is soon created, and wil incres acording to the merits ov the thing exploited. [hapily, in this cas, the initial expens ov introdusing such a machin wil be very smol, and the returns, if it provs a succes, wil be very grat.

[when som ov the caracters ar further improvd, i shal fel that this system has recht a staj ov perfection that levs nothing to be desird, and i invit corespondens by partys interested in taking up the mater ov its introduction in a practical wa. [i hav usd it for mor than a yer in my corespondens, and find it hily satisfactory in every wa. [the leters i rit no dout look a litle "comical" to som peple, but ol confes that tha ar mor esily red than leters scrold with a pen, and conva the thots intended just as clerly and acuratly. [what mor do we wont? [if succes is bast on utility, then i se no reson why this system ov fonic speling for the typriter shud not be a succes.

[urs for succesful reform,

HENRY WISE.

A Card System For Housewives.

Thoroughly in keeping with their many other time and labor saving devices, is the new "Card Index Cooking Recipe Outfit" recently put on the market by Yawman & Erbe Mfg. Co., the well known manufacturers of down-to-date filing equipment of Rochester, N. Y.

The outfit is designed to be used by housekeepers and cooks, and consists of:

(1) 6x4 file box, strongly made and covered with linen.

(2) 125 printed recipe cards, size 6x4, one recipe to a card.

(3) 12 printed index cards, used to classify the recipes.

The file box being equipped with hinged cover and drop front affords immediate access to any recipe card.

The recipes were all prepared by Mrs. Alice Gitchell Kirk, the well known instructor in domestic science at Cleveland, O.

One valuable feature of this outfit is found in the perforation at the top of each recipe card. While any card is in use it may be hung up conveniently before the user and need not be touched until the entire work is completed.

These outfits sell at the popular price of $1.00 to the consumer, and very attractive discounts are being offered to the stationers.

The Yawman & Erbe Mfg. Co. have announced their intention of wrapping these outfits in holly paper for the Christmas trade and they are anticipating a very large sale of the outfits during the holiday season, as they believe them to be pre-eminently suitable for gifts, especially to housewives.

The Automatic Typewriter Pay Station.

A New Invention for Obtaining Typewriter Service on Short Rentals—The Device Greatly Reduces Hire, Increases Machine Demand and Meets a Commercial Necessity.

It has taken pretty nearly a half century to commercialize the standard typewriting machine. This meant evolution and revolution in mechanism; patience and thought in education; organization and reorganization in sales methods. But the machine has been commercialized. The public has been educated. And the selling end has become an established institution. With this result the inventor, the maker and the seller have been content.

But now another step has been put forward. There was one mind that was not satisfied. He had gone along with the typewriter in managing a department carefully and thoughtfully. And in doing so he observed that the standard machine while offering no objection from a mechanical or business viewpoint, was of little value to a large part of the users of machines who could not get the practical, effectual and economical use out of the typewriter that was in the nature of things their right.

That is to say, there was the transient class of people—the commercial traveler; the casual tourist; and the promiscuous traveling public, such as theatrical people, who, if they wanted to get off typewritten letters or prepare special manuscripts, had to fall back upon the "public stenographer" about the hotel or in offices. This in addition to being costly was inconvenient and unsatisfactory. Now, how could this portion of the typewriter users overcome such a condition?

This inquiring mind said: "I will invent a device that will fill such a want." And he did. It was Mr. Harry Bates, the manager of the Albany, New York, branch of the Smith Premier Typewriter Company, who conceived it. The device is called the "Automatic Typewriter Pay Station." It enables one to rent a machine, for half-hour at a time, at his pleasure, and for the small sum of ten cents.

A Slot Machine.

In a word, the device is a slot-mechanism having the same functions as the slot-mechanism on music boxes, electric pianos and the like, namely, a mechanism that controls and regulates certain mechanical parts at will. It is a combination lock that is time-controlling. The mechanism consists of springs and clockwork that regulate the time or moment of locking the lock after it has been unlocked. Expressed differently, the lock is for the purpose of controlling the time and the operation of the coin placed in the slot. Three results are achieved: First, arresting the writing movements; second, releasing the lock; and third, returning the lock to a locking position after a predetermined interval. The device sets on either the back or side of the machine. There is a cabinet enclosure and electric connection, which are independent of the locking device.

At the time the dime-coin is dropped in the slot the mechanism lights an electric lamp above the machine. The lamp remains lighted for the half-hour the machine is paid for, when it goes out, giving the user notice that the time is up. Paper for the machine is obtained from the cabinet.

The machine can be set to lock at the end of an hour or any part of an hour; it absolutely covers the short term rental of a machine; the one who rents pays rental only when he uses it; the device being set on the back or side of the machine, enables the stenographer in the hotel to send a machine of any make to the room of the guest; and the machine needs attention but once a week.

It is proposed to install the Bates device in hotels, public places, apartment houses, and on trains. It is in such places, of course, that the class most likely to desire and to appreciate such a convenience, is to be found. Hotels offer, perhaps, the most lucrative field for an automatic typewriter. The commercial salesman is constantly seeking public stenographers and his writing frequently is heavy. But the general traveling public, in the same degree, would be ready users of such a device.

TYPEWRITER PAY STATION.

There is raised the possibility that a large per cent of the traveling men are not typists; at least to the extent that they can readily and accurately manipulate a typewriter. But in all probability the portion that cannot use a machine would be considerably offset by the portion that can.

Small Rental Cost.

Clearly the machine does away with stenographic cost—largely in any event. This in turn saves the usual rental of three dollars a month. It is hard, however, to see where the rental cost of three dollars is such a serious item; for the person who cares to pay three dollars a month for the use of a typewriter generally has more than three dollars' worth of work to do. The saving, furthermore, appears to be in another direction; that of paying heavy toll to stenographers who mulct the public because that public is traveling. The assumption that because a man is away from home he has money and, therefore, should pay from fifteen to thirty cents for an ordinary typewritten letter, is absurd. And to obviate this the new invention alone would be worth the ten cents for a half hour's service.

But above and beyond these considerations is its importance as a commercial adjunct. Anything which serves to lessen labor and to reduce cost, is commercially important. Aside from this, though, there should not escape attention the fact that the device would at once put into active use thousands of rebulit and rental machines that are in reality dead stock. Since there is no limitation as to make so there is no possibility of favoritism; 1,000 rebuilt machines distributed throughout the country, each earning thirty cents a day, would bring in an income of $300 a day or $109,500 a year; and surely 1,000 machines would be insufficient to supply the ordinary demand.

Mr. Bates made a test of his device by equipping a machine and placing it in a hotel in Albany. The machine has earned from eighty cents to $1.30 a day ever since it went into commission. The results were particularly gratifying to the inventor and satisfactory to the users.

It is quite possible that this invention will greatly and effectively stimulate the general use of typewriters. Stenographers could rent machines in large quantities and sub-rent to users. Private companies would most likely be formed for the handling of the device, and thus attract a class of people not hitherto given to the use of typewriters.

The doing away with the stenographer, to a great extent, the saving in rentals and thus reducing the rental price of machines, the increase demand for rebuilt and rental typewriters, and the general commercial utility, seem to be the four strongest benefits to accrue as the direct result of Mr. Bates' new device.

The Future for the Machine.

The use of Bates' Automatic Typewriter Pay Station in the hotels and public places of the country will open up a new use for many hundreds and thousands of writing machines, and the equipping of such a company with the necessary machines and furniture will require considerable capital and financing. Mr. Bates proposes to form a small company, composed of a few of his friends and begin operations in the larger centers where a concentrated inspection of the machines would be possible, and in time will undoubtedly lease the privilege for the use of this device and system in various territories where direct representation is not desirable.

Typewriter dealers who have the facilities for handling inspections and repairs will readily appreciate the value of having a few of these machines in their territory and those who are able to "get in on the ground floor" with a device that is bound to prove popular and a money maker will undoubtedly be well paid for their trouble.

Mr. Bates, as stated above, is at present manager for the Smith Premier Typewriter Company in Albany, and his many friends will be pleased to learn of his interest in such a promising invention, which has been covered by exceptionally strong and broad basis patents, applied to all makes of machines.

It is expected that the machine will be displayed for the first time outside of Albany at the coming National Business Show in Chicago, where it will evidently create much attention and draw interest from the trade.

Trade Fraternalism.

R. R. Ritter.

Unfurl the banner of fraternalism to the world. Flaunt it in the face of every one with whom you come in contact. Dig down into the utmost recesses of your heart and soul and bring to light all the good that is in you. Let Optimism be your oracle, Reason, your ever guiding star, Ambition your constant companion, and Fraternalism your slogan.

The doctrine of true fraternalism is as old as time. It is one of the great factors in all our lives that makes it possible for us to advance.

Without fraternalism and its beautiful and practical teachings, we would drift back into barbaric oblivion. This world in a few short centuries would become as a barren star that wheels in space and in chaos sleeps, on whose bosom there lurks no sympathy, no warmth of heart, no endearments.

Experience is the school mistress of the world, it teaches us (if we will study carefully) that we are but a very small part of the great whole, that we can be very useful to one another, that our success, happiness, and future welfare depends to a great extent upon living a life of true brotherhood.

We all have a place in this world and in our struggle for the good things in life, we should keep an eye on our brothers. Extend to every one the same privileges that you would want them to extend to you.

Boost your brother associates all you can. Throw everything their way you can. If you know of something that is simply impossible for you or any one connected with you to get, give some one else a chance. Don't make them feel that just because you can't get it, you do not want any one else to get it. Try this and you will be surprised how quickly they will reciprocate.

If Mr. A—— is using some rather ancient typewriter, make it a point to see him. Call his attention to the machine you are representing. Talk system to him. Make a study of systems, so you will know how to interest him.

If he flatly refuses to consider making a change, don't get discouraged, but just remember that the world was not made in a minute, and that the constant dripping of drops of water will eventually wear away a stone.

Stick to it. Dig. It is the only thing to do. Don't annoy or pester Mr. A—— but keep in touch with him. Give him a few assorted facts every time you call. If Mr. A—— should inquire whether you handle any certain thing, and you do not, rack your brain and see if some of your fellow competitors are not handling it. If they are, state so to him, and when it is convenient, tell him about it.

If none of your brother competitors handle the particular article, you certainly know of some tradesman that does. Possibly this fellow tradesman has done business with you; if so, reciprocate by telling him what is wanted, if on the other hand your fellow tradesman has never given you any business, put him next any way, and the first chance he gets he will want to return the favor.

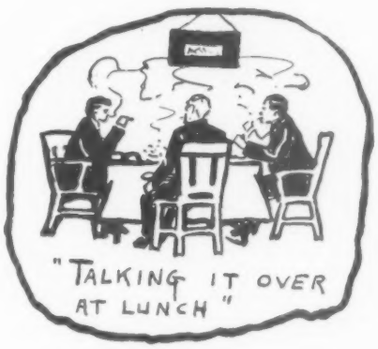
Every cause has its effect and back of every efficient effect there is a cause.

If no one ever throws anything your way there is bound to be a reason for it. If you know others of your brother associates who are more favored than you, there is undoubtedly a reason for that.

There is only one way to get the best out of life, and that is by all of us to be more fraternally inclined. Fraternalism breeds good fellowship, guides us towards higher ideals, and makes us healthier and happier men. The more we partake of the fraternalistic spirit the broader, brighter and more optimistic we become. The more optimistic we grow the better we feel and the better we make every one feel with whom we come in contact.

Think what it means to the world, if all of us start to practicing and teaching the beautiful lessons found in true fraternalism. Think what it will mean to the generations yet to be. Think of the happy homes, cheerful hearts and the contented souls it is bound to produce.

We are not governed by change of caprice. Don't wait for some event to elevate your position in the world. Don't frown at failures, but on the other hand, meet it with a smile and a determination that knows no way to retreat. Don't be envious of the success of others. Don't imagine that you are not just as good as any other person. Dont' let your reason become smothered with vicious, angry thoughts. Develop your courage from day to day, and eventually chase fear from the realms of mind. Look on the bright side of everything. By so doing you are bound to become stronger, brighter and broader in every sense of the word.



Cultivate cheerfulness, develop and strengthen your individuality. Develop not only the muscles but the mind.

Sow seeds of optimism in your soul, pass them to every person with whom you may come in contact, so that they may also sow them in the fertile soil of reason. If we do this what will be the result? We will become better men and women, the world will become better, and last but not least far more grander.

Don't knock. Above all things, don't do this thing. If you must do something, be a booster. Be square. Always be ready and willing to do a litte more than your share. Don't be afraid of doing too much. We can't do too much. Our only trouble is we do not do enough.

Let us resolve to lead cleaner and more useful lives, each according to the dictates of his own conscience. Let us do it. Will you do it? Will you try?

A few seeds of fraternalism, if you will sow them in your heart, will grow, bud, blossom, bloom, and shed a divine perfume that will enrapture and enthrall.

Meet your brother competitors in an open hearted way. Treat them courteously. Make them feel that you wish them well. Wear an everlasting smile.

Be able to look every one you meet square in the eye and treat them in a fraternalistic manner. Boil over with optimism and real genuine enthusiasm.

Impart as much of it as you can to others. Be glad to meet everybody no matter whether they are high or low in the social scale, if you will do this every one will be glad to meet you.

Shun pessimism like you would a venemous snake, crush its head under the iron heel of optimism. Don't go backward. Don't stand still. Go forward. Onward, ever onward.

Let us all be like brothers and live like men. Don't lack the courage of your convictions. Take the barrier at a leap and resolve that in the future you are going to dose up on enthusiasm and optimism. You will be surprised at the result and will wonder why you had not discovered it long ago.

Are you ready to join hands with us and help bring about better conditions? If so, why not start right now? Not tomorrow, but to-day! The present is the best time to do things. What we leave undone to-day makes it just that much harder for our struggle tomorrow. Let us fit ourselves so as to be better able to carry on the struggle.

Every human being has within him latent energy that is awaiting development. Arouse it into activity and you will be a different man. It will enable you to accomplish that which you have never been able to accomplish before.

To disregard the teachings of real genuine fraternalism, simply means a direct step backward. Going backwards can only have one effect, that of degeneration. If we allow ourselves to degenerate mentally, as well as physically, by letting selfishness and unfairness reign supreme, in a short time what little goodness there is in us will be so dwarfed that we would not be able to recognize it if we experienced it.

When we introduce fraternalism into our every day life, when we grow more fraternally incined day by day and year by year, and when the day comes that the human race recognizes the rights of every individual by treating them like brothers, then and then only will we be able to point with pride to our achievements.

It behooves us as individuals to be more compassionate, more thoughtful of each others welfare, more considerate as to the rights of others and more liberal in our dealings with our fellow men.

Let us throw off the yoke of selfishness, unfairness and distrust that has kept us in bondage and see if we cannot find something good in everything. Let us cultivate good thoughts, actions and deeds. It certainly will do us a lot of good and gradually develop us into better citizens.

Let us meet each other more often, treat each other more courteously and see if we can't start a reformation movement that will draw us closer to each other and lay the foundation for better days, better men and better friends.

The Alexander Typewriter.

A New Machine Being Made By the U. S. Typewriter Company, a $1,000,000 Company.

A few months ago we had the pleasure of giving a few particulars of the Alexander typewriter, and at that time reported that machinery was being installed by the United States Typewriter Co. in their factory at Elkins avenue, East New York, L. I.

We recently had the pleasure of paying the factory another visit when we found everything in full working order, and machines being produced and sent out to fill orders. Mr. Alexander, Mr. Moxley and the gentlemen associated with them are to be congratulated, not only with the progress they have made, but with the success they have achieved up to the present. The plant, though not large, is complete and compact. It is capable of enlargement, though possibly this will not be necessary for some time, as the very few number of parts of which the machine is composed does not demand such an extensive outlay as is so imperative in other typewriters. Nearly every part of the machine can be stamped out, and as there are less than 500 parts, it will readily be seen that the views of "those who know" are fully justified.

We have much pleasure in reproducing pictures of the machine, giving front and back views. The machine is remarkable from the fact that not a single screw is visible from the outside. The salient points of the machine were fully described in our previous notice, and an examination of the later models show many improvements, and a touch which for lightness and celerity, we believe it will be hard to beat. It is quiet in operation, well built, and seems to possess a strength and rigidity of carriage and frame that should ensure the hardest wear.

C. S. TOPPING.

The views of the factory reproduced gave a fair idea of the appearance of the different departments, though there are several others, which for lack of space we are unable to show. The gentlemen instrumental in perfecting the organization of the United States Typewriter Co. are: James C. Van Siclen, a very able young lawyer of 49 Wall street, New York; Wyckoff Van Siclen and John R. Van Siclen, Col. W. M. Griffith of the Queens County Trust Co., Wm. C. Baker, Jacob V. Ryerson and D. D. Mallory of the First National Bank, Jamaica, L. I. These gentlemen have supplied the necessary funds to manufacture the machine, and before long the Alexander typewriter will have to be reckoned as a factor in typewriter competition. The machine will be sold at $100, and has tabulator, back spacer, and all the latest up-to-date devices.

R. J. MOXLEY.

The inventor, Mr. Alexander, will in future only act in an advisory capacity, his place being ably filled by the following, who have practical charge of the production of the machine:

The Superintendent.

The position at the head of the manufacturing department of this company is held by Richard J. Moxley, who began his mechanical career at the age of 11 years in the factory of Sargent & Co., at New Haven, Ct. Mr. Moxley early judged the machine trade tool making as that to which he was best adapted, and that his judgment was good is borne out by the fact that his advancement was rapid, soon becoming machine operator, machinist, tool maker and draftsman.

For eight years Mr. Moxley was engaged with R. H. Brown & Co. supervising the making of tools and later superintending the construction of type setting machines. At the age of 32 years he removed to New York city, taking a position with a type setting machine company, and soon after joined one of the well known typewriter companies and has been engaged ever since in this line of trade, until recently when he joined Mr. Alexander at the head of the factory as their superintendent.

Versatility and a wide range of experience are necessary to handle successfully the modern typewriter making and in this Mr. Moxley is well fitted. One must be competent and capable of looking all around a subject—not merely at it. The bane of factory management is with the man with a single hobby, who wishes to apply it to everything and anything regardless of changing conditions or the peculiar requirements of each individual case. So blessed is the man who has a large assortment of "hobby horses" to ride on—and rides each of them at intervals in his journey and knows where and when to dismount.

The Inspection and Aligning.

Possibly the most important department in a typewriter plant, aside from the general superintendent, is the aligning and inspection department, where the final inspections are made and the machines sent on their way to the using public.

The many friends of H. Turner Saxby will be pleased to learn that he has been given charge of this department in the U. S. Typewriter Company's factory. Mr. Saxby is one of the best known typewriter mechanics in this country and k nown throughout the world. He was born near Manchester, England, but at an early age came to this country and settled at Ilion, N. Y. Mr. Saxby joined the famous gun makers at this point, and soon after joined the department of the gun company in the manufacture of the original Remington typewriter, and later was promoted to a position with the firm who are world-famous for the making and marketing of the Remington typewriter, where he was soon given the position as manager of the works and warehouse department in London, Eng., where he remained until 1898. During his ten years' sojourn in the land of his birth, his name became well known

H. TURNER SAXBY.

U. S. TYPEWRITER PLANT.

in the typewriter trade and also among the sport loving people of England through his efforts to popularize base ball in England.

In 1898, desiring to rear his daughters as American, he returned to the land of his adoption, where he again joined in the manufacture of typewriters, until about a year ago, when he joined the Alexander forces, where we are sure his worth is being appreciated and his abilities used to the best advantage.

Assembling Department.

The putting together of the parts of the Alexander typewriter is now, and has been under the direction of Chas. S. Topping, who has been associated with Mr. Alexander for some five years. Mr. Topping is a native of Long Island, and at an early age took up the study of telegraphy, and as a young man was in the general operating department of the Western Union office in New York, and later was promoted to a clerkship in the president's office, and later transferred to the experimental department where he had a chance to make use of the knowledge gained by study and experience in mechanics. For some four years found him working with Mr. Alexander experimenting with his typewriter, and is now engaged in building and assembling the Alexander typewriter for the U. S. Typewriter Co.

ALEXANDER TYPEWRITER.

How Brazil Handles Outdoor Advertising.

Interesting Account of the Manner in Which This Sort of Publicity is Looked After With the Restrictions Put Upon It by the Government.

To appreciate the situation as regards outdoor advertising in Rio de Janeiro and Brazilian cities generally, it is necessary to appreciate the tax situation in such municipalities. In general, it may be said that anything which can be made to produce a municipal revenue is employed to that end. In line with and supplemental to revenue producing possibilities there are police and sanitary regulations of every sort.

For instance, the financial estimate of the municipality of Rio de Janeiro for the current year includes revenues from a tax on salaries of officials, revision of house numbers, wagon-weighing tax, registration of cows, domestic servant tax, tax on unoccupied building sites, official dispatch tax, domicile change of commercial houses tax, fines for infractions of contracts, etc. Among such estimates are those for rent and license of kiosks and advertisement and door-plate tax which concern outdoor advertising.

All Signs Are Taxed.

Every sign in Rio de Janeiro is taxed. A cafe having a special "sorvete," or ice, to serve, makes a placard and hangs it to a doorpost, or to one of the palm trees in tubs which commonly decorate such establishments. The notice thus posted must have a revenue stamp attached. Permanent signs are taxed on a permanent basis; temporary signs on a stamp basis. A sign "house for rent" bears a revenue stamp. Under such circumstances the tax on signboards or billboards is the expected thing, but naturally there is much less general use of such forms of advertising.

As in the cities of the United States, a vacant corner on a frequented street is very likely to have some sort of a billboard arrangement, and temporary inclosures about buildings in course of construction are generally covered with more or less prominent signs, but these signs, being taxed, are regulated both in size and in other respects. Since it costs considerable in the way of taxes, as well as in the preparation of boards to erect such signs there are few of them placed for short periods, and therefore little of bill or poster advertising.

The outdoor signs as a rule are painted signs, and in general it may be said that they represent the best form of poster or billboard advertising. Theoretically any one can erect outdoor signs, subject to the approval of the prefect or mayor of the municipality and paying the tax, but practically the erection of such signs is almost altogether in the control of a company which has taken possession of the most available sites for such work and manages its business much as a similar business is managed in most cities of the United States.

In a large number of suitable locations in parks, pleasure resorts, vacant street corners, and the like, kiosks have been erected for the sale of light drinks and similar goods, and these structures are taken advantage of for outdoor advertising. As a general thing the kiosk privilege carries with it the advertising privilege. There are also on the streets and avenue small movable kiosks, often of so light a construction that the vender carries it about with him, goods and all. These also are licensed by the municipality and generally carry advertising matter.

From these several lines the city of Rio de Janeiro, or rather the Federal District, which corresponds to the District of Columbia in the United States, but which is practically the municipality of Rio de Janeiro, derives an income of something over $40,000 a year—from the advertisement and doorplate tax $31,338, and from kiosks $9,660. There is no provision for any city or public service announcements in connection with either. Ordinary store or shop signs are charged for at the rate of $3.32 a year for a sign of 50 centimeters square (centimeter=0.3937 of an inch) or less, $6.65 for 100 centimeters or less down to 50, and then with lessening proportion of cost as the signs increase in size.

Chance for Electric Signs.

The signboard and billboard rates are in theory based upon this same charge, but with the increasing size and lessening rate the charge amounts to a special rate in each case. It is easy to see that at such rates there are no very great signboards; the number is limited, and the nature of the announcements must be of a rather high order to make the business pay.

In the way of electric signs there is practically nothing to be seen in most Brazilian cities. I do not know of a single electric sign in Rio de Janeiro, but it is probable that as soon as the new electric light and power service is effective there will be a change and that regulations will be modified to meet changed conditions. In Sao Paulo, in some respects the most up-to-date city in Brazil, there is plenty of electrical current to be had at comparatively low rates, and electric signs are commencing to appear, but apparently they are employed only in connection with daylight signs and are taxed at the same rate.

The effect of taxation in this particular line is unquestionably beneficial from the standpoint of the general appearance of the city, not to mention revenue possibilities. There have been extensive and costly modern improvements made in Rio de Janeiro in the past four years, and the beauty of the city is the subject of never-ending favorable comment from visitors. Much of this is due to the actual natural beauty of the city, its mountainous surroundings, its beautiful bay, and its position with respect to the sea. The nature of the improved avenues, parks and driveways also contributes to this effect, but the element of freedom from unsightly structures, unsightly signs, and ugly commercialism is so strong an element in the present artistic appearance and attractiveness of the city that it is only necessary to suggest it to a stranger to have it fully appreciated.

Lack of appreciation of worth has sent many a good man and woman astray and diverted them from the path of progress and success to that of sloth and failure. Employers should watch their help as carefully as they watch for new ideas to sell. The cultivation of one without the cultivation of the other is sure to produce failure in both lines.

The Business Show as an Educational Factor.

The Manufacturer, the Dealer, the Salesman, of Office Appliances, May Learn Much by Object Lesson at These Annual Exhibitions.

It has long been a source of much concern to men of business how best to exhibit their wares. Rather, in what particular method may the business man impress the value and necessity of his goods on the average person. The educational need has been conceded. There was no denial that selling power could not be had by simply saying the goods or product were a time saver, a labor reducer, and an expense economizer. By a process at once definite and comprehensive the mind must be led up to a point where conviction is secured. With conviction there would come confidence and with confidence sales. Advertising has proven the most generally accepted method for accomplishing this result.

In reality it was scholastic training that was needed; not, of course, a prescribed term of schooling. But the rigorous adherence to certain lines that would train the mind in the direction which the object took. The object being the thing manufactured it was defined as necessary that the mind should be compelled to dwell on that object in as favorable light as possible. Manifestly, no single business man could accomplish this end save through the agency of advertising—and the attainments in this have been remarkable. But another plan must be hit upon.

In the natural course of things it was thought that to assemble these objects in one place, and under attractive and pleasing circumstances, would prove the best known means of gaining the eye and ear of the consumer. Accordingly, some ingenious minds got together and evolved what is known as the "Business Show." What a capital idea! The business show must be held in a large auditorium and at a central point accessible to a great number of people. There would be arranged all manner of devices; all kinds of systems; and all sorts of appurtenances to the office, factory and shop. The Madison Square Garden in New York and the Coliseum in Chicago have become the assembling places for such a plan. And the plan has been the means by which this education in business has been carried on.

There has been another side to this business show proposition. It applies more particularly in the United States than in other countries. The average man or woman, boy or girl, is endowed with that yearning to be acquainted with the best ideas and thought of the country. It pertains to all things. This might be called, in as far as the effect is concerned, at least, the impressionable mind. The men who have been back of this important movement have not lost sight of the fact that, at the outset they had a good subject or subjects. In short, there was material upon which the commercial accomplishments could freely feed.

It it is a thorough knowledge of mechanical devices for business and office use that is needed, it is quite necessary to apply oneself to a laborious task of constant reading and study of trade papers and magazines and different circulars that are published bearing on the particular device.

A visit to the sales rooms of a certain device is always advantageous and profitable to the student. But there is apt to creep into the mind much prejudice. The salesman always seeks to convince the person as to the merits of his device in preference to any other. This is right as far as it goes, but education is not confined to either reading, writing or spelling but to all three. So it is of the utmost importance that as many devices as possible be brought together if the process of education is to be carried out and made effective.

Business Shows Solve Problem.

The National Business Shows are held annually in New York and Chicago and, beginning with 1908 will be held each year in Pittsburg and other cities. The success of the exhibitions has been so marked that it is demanded in other cities besides New York and Chicago. It is now possible for a student of business, whether he be an employe in a large corporation or the officer of a concern, to acquire this information of business devices by the expenditure of a minimum of time. Every possible device of a standard quality is exhibited, and in a manner attractive and comprehensive.

The manufacturer of an office appliance, no matter its nature, is desirous of introducing it to the public, to secure dealers in it, and to popularize it as a matter of increasing sales. He reasons that there are so many people who would visit the show where a collective display is made than would come to his shop or branch office to ascertain what the machine or device was.

Most every person is interested in anything that is new. But few persons will take the trouble to look up what is new. If it is called to his attention he will go see it. The Business Show serves this very purpose. When once there they become convinced as to the utility of the device, they have confidence in it, and they buy it. Large sales at the different annual shows are of common occurrence. This illustrates the statesment above made that to assemble a series of objects in exhibition affords one of the best means of gaining popular confidence and, therefore, making sales. These sales usually net the exhibitor a double profit. He has accomplished the process of education and effected a sale jointly. More than this, he reaches a hundred persons as against one through the ordinary channels.

The exhibitor does not rely on the demonstration to sell his goods. Added to the demonstration must be salesmanship, and the first essential must be quality and utility of the device under consideration. At the National Business Shows all signs fail. Demonstrations sell the goods if the salesman is of the right turn. Very many times the orders are signed at the show. In many instances the buyers and heads of corporations will see the ideas, get their demonstrations and later place an order with a salesman; or perhaps go to the branch office, see the goods again and place the order at that time.

Salesmen regard the business show as a great help in making sales during the ordinary course of business. Often the expression is heard by the salesman: "Oh, I saw your device at the show." No introduction is needed in such a case and the salesman can proceed to the sale. It is better, in many cases, than soliciting and more effectual than advertising.

The show offers a splendid opportunity to the inventor. Before these shows were inaugurated the inventor had to plod about from one man to another in making a canvas for support or assistance. Now, he sequesters himself in a snug booth at the show and before him passes a long line of inquisitive individuals. In one week he accomplishes what would require ordinarily six months or a year. What a laughing stock a man would make of himself if he were to say that he were going to exploit a theatrical by going from house to house of the theater-going public. No, he uses the stage where he can reach the ear of a large number. Education by assembling is the key to the situation.

The dealer is as appreciative of the value of the business show as the exhibitor himself. He mentally estimates what should be done with this or that device to increase its sale. Or he may want to add a new line to his stock. The show is the one great opportunity afforded him for getting in touch with all that is best in office appliance and systems. Some dealers travel many miles with the one idea of securing agencies as a means of augmenting their business, especially those living in small towns distant from central points.

The exhibition gives the dealers and buyers a chance of comparing various and competing lines and to this end they save thier ammunition that they may accomplish better results. The opportunity for unbiased comparison is great.

There is, of course, the advantage of making sales enough to pay for all expenses. In many instances the sales exceed by a big margin the fixed expense. The investment is pretty generally regarded as a good thing.

Teaching by object lessons is always productive of lasting benefit. People remember the devices exhibited and when their attention is called to it, they have no difficulty in detailing its merits or demerits. This is the specific result aimed at. Forsooth, no other motive actuates the exhibitor, unless he is attracted by the possibility of putting through a large sale. But the average exhibitor counts more on popularizing his goods than anything else.

Prestige an Element to be Considered.

Prestige is another element that must not be overlooked. The average person quickly concludes that because of the fact that the goods are on exhibition they must be of some value, else they would not be put in competition with other goods of the same line. A buyer who sees devices at the National Business Show naturally favors them over those not exhibited.

The management is most cautious in making the annual exhibitions as attractive as possible. They have always provided attractions for the exhibitors as well as for the public. The show to be held at the Coliseum in Chicago, from February 1 to 8, and the one to be held at Dequesne Garden in Pittsburg, from April 25 to May 2, will be replete with novel features. The decorations are uniform and the scenic effect arranged to conform therewith. At past shows it was necessary for the exhibitors to erect their own booths, prepare their own decorations and arrange all details. Now he merely puts in place his exhibition.

From an artistic standpoint these annual shows are ever a source of much conversation. At the recent business show at Madison Square

Garden in New York, thousands of dollars were spent in decorating the great hall, in making signs unique, flag decorations pretty, and giving a general tone to the exhibition rarely seen at any public show. Relieving the exhibitors of this detail, the exhibitor is free to perfect his display without hindrance.

It has been proposed to combine the Advertising Show with the Chicago Business Show. The proposition has met with marked approval and enthusiasm on the part of people particularly interested in the advertising line. Much has been printed and said about it, and publications representing advertising interests have endorsed the scheme in any unqualified manner. Manufacturers of novelties, advertising devices and the like have written commendatory letters to the management. The interest aroused is widespread. The relation of the two interests is so close that many business men have wondered at their separation. They co-ordinate so thoroughly that the one is dependent, practically, upon the other. Their relation in the future will no doubt be more intimate.

New Devices to be Shown.

More new devices than have ever been shown before will be gathered together at the Chicago show in February. The country over has been searched for new appliances and new systems that can be of help to the modern office. The same will be true of the Pittsburg show which has aroused the business men to much action. This show will be the third most important annual exhibition. The usual thrift of the Pittsburger is being seen in the preparations. Their exhibits are to be in effect and arrangement equal to the New York or Chicago shows.

At the Chicago show an amatuer speed and typewriter contest will be held. The professional typewriters will in all probability be barred. Suitable prizes will be awarded. The contest will be thrown open to those who have never participated in a similar contest before. This will bring to the fore many new operators who may possibly break some good records. These contests have proven beneficial in that operators are more careful and accurate. Business colleges have given their support and encouragement in developing better typists. The idea prevails in some quarters that there are many operators in Chicago of excellent ability who are not known at all. The contest in Chicago will bring this talent before the public.

The general plan of the National Business Show is commendable for its ability to educate the public in the right way towards office devices. Its good can scarce be estimated not only on the community in which the show is held but on the general business public. To the consumer it is highly advantageous; to the dealer it is of supreme importance. As far as the manufacturer is concerned its advantages are hard to measure, because they are many and far reaching.

HERE ARE A FEW OF OUR EXHIBITORS IN NEXT CHICAGO SHOW.

Burroughs Adding Machine Co.
Universal Adding Machine Co.
Comptograph Co.
Comptometer Co.
Standard Adding Machine Co.
Duntley Adding Typewriter Co.
Follett Time Recording Co.
Underwood Typewriter Co.
Remington Typewriter Co.
Royal Typewriter Co.
Smith-Premier Typewriter Co.
Fox Typewriter Co.
Williams Typewriter Co.
Hammond Typewriter Co.
Monarch Typewriter Co.
United Autographic Register Co.
Egry Autographic Register Co.
Egry Autographic Register Co.
J. H. Wilson Co.
American Signotype Co.
Oscar Mueller Co.
Sycracuse Time Recorder Co.
Secor Typewriter Co.
Pike Adding Machine Co.
National Phonograph Co.
National Sealing Machine Co.
Sawdon-Mears Co.
E. A. Denham Co.
Business World.
Defiance Machine Co.
Felt & Tarrant Mnfg. Co.
Bates Mnfg. Co.
Beach Calculating Machine Co.
Crown Stationery Co.
Hapgoods.
System Co.
Underwood Duplicator Co.
Bates Machine Co.
Office Appliances.
Columbia Ribbon & Carbon Co.
Detroit Mailing Machine Co.
O. K. Fastener Co.
United Sales Co.
Eckel & Co.
Miniature Printing Press Co.
Typewriter Printing Machine Co.
Typewriter Adding Machine Co.
Consumers Co.
The Writerpress Co.

IMPERIAL METHODS IN BUSINESS.

The Imperial Methods Company, 186 East Jackson boulevard, Chicago, formerly the Imperial Stationery Company, has recently issued a catalogue which shows up to advantage the many practical uses of the card index, filing and loose leaf devices.

In addition to being a description of the many utilities in this field, it is full of suggestions as to the best ways of getting the most service out of this special class of office devices.

Special care has been exercised in selecting a multiplicity of stock forms which have been found by long trial to be practical. These may, of course, be supplied at a very large discount. These cards cover most all the regular systems of business from follow up cards for salesmen back to cost systems for the factory.

The catalog gives a complete description of the advantages and uses of sectional and steel filing devices, vertical files and supplies, sectional book case combinations, loose leaf systems sheets and binders, ledger leaves and indices, sectional and solid post binders, shipping sheets, order holders, cost books and other specialties.

It is impossible to enumerate all the many uses which the catalog shows for the modern card index and loose leaf systems. They enter into every department of modern business. Records of all kinds may be indexed, not only alphabetically but chronologically, numerically, geographically, according to the routes of salesmen and for every particular purpose. This is accomplished by the special guides, tabs, markers and devices, all of which makes the system applicable to every line of business and kind of information which it is desirable to systematize.

"MEN WHO SELL THINGS."

A valuable book on salesmanship has recently been issued by A. C. McClurg & Co., Chicago. Few books of merit are written for the salesman, office manager, and employer. Since this new contribution comes from the pen of one who has had a life-time experience in the field of traveling salesman, buyer, salesmanager, and employer, it is sure to attract widespread attention.

The book is written by Walter D. Moody, recently appointed by the Chicago Commercial Association to give all his time to making Chicago the "Great Central Market." Mr. Moody has had an extensive experience in every department of salesmanship. He has viewed it from every angle. Salesmanship has long been regarded as a profession, but few men in this country have done more to elevate it to the standard of the other professions than Mr. Moody.

A paragraph from the foreword shows the spirit of the book.

"If there is anybody in the world, who knows more of diplomacy, than the men who sell things, knows more of dexterity, skill, and tact, more of the art of conducting negotiations, I will cheerfully waive the title of Ambassador and return to Traveling man or Drummer. * * * What then of the man who sends back the Ambassador's card by the office

From a Copyrighted Photograph by Dana Hull.

W. P. MOODY.

boy, who turns his back on him, who curtly refuses him a look-in? Such a man fails absolutely to safeguard the interests of his customers, proves him ignorant of his own welfare, and into the bargain cheats himself out of the rich store-house of knowledge that can be entered only through the magic key intrusted to the Commercial Ambassador—that daily reviewer of the results of human endeavor of every sort, from desperate failure to brilliant success. Hoch der Ambassador."

Mr. Moody's style is entertaining and he makes his points so clear that they cannot be misunderstood. One of the salesmanagers of a large house has made the assertion that if he could have read the book at the beginning of his career as a salesman, it would have saved him from five years of experimenting.

Trials of a Salesman.

Being the Plaint of the Man Who Creates New Uses for the Typewriter and Changes the Old Ones.

Tips by Type Tapper.

The question is often asked "What is the best way to curry favor with a prospective purchaser?" The most of us want to get in right with our customers in a fair way, and there are doubtless others, who don't care how they get in, so long as they obtain the order somehow. I think however that it is daily becoming more and more difficult to do business except on the perfectly square, above board plan. The average business man appreciates the square deal, and moreover respects the salesman who will give him the honest, straightforward first price, and stick to it whether he loses the sale or not. The sliding scale of prices, the varying of discounts, the secret rebating, and the mean, despicable graft are dastardly ways of doing business, which should be eliminated from the business transactions of every honest merchant. It should be possible and is possible to do business, and lots of it in a perfectly legitimate straightforward way without resorting to unfair tactics of a questionable character.

We heard of a case in point recently. A large firm desired to buy a number of typewriters. They wrote to one of the manufacturers, and asked their representative to call. He did so, recited his little "song and dance," and the prospective purchaser said:

"Now give me your rock bottom price for so many machines. I want your lowest price, and nothing but your lowest."

The salesman thought "Here is a square man—I'll do the square thing by him." He gave him his lowest quotation. His customer pondered, then turned round on him suddenly, and said:

"I'll accept your offer, if you'll give me an extra five off."

"I can't do it, sir; I have already quoted you my lowest figures."

"Very well then, the order goes elsewhere."

"I'm sorry, sir; you asked me for my rock bottom prices, and I have given them to you. I regret that a small matter of five per cent should stand between us—my machine is so far superior to that of the others that—"

"Cut all that out," interrupted the prospect; "I am not talking about the merits of the different machines, but whether or not you will allow me an extra five per cent discount."

"No, sir; I cannot."

"That's final?"

"I regret, sir, it is."

"Go back to your firm, talk it over, and come back to see me to-morrow."

"The answer will be the same to-morrow as to-day. Look you here, sir, I can give you that five per cent if I choose, but if I do so, I sacrifice that five per cent out of my own commission—"

"You'll make a good thing out of it even then."

"That may be so, but I prefer to have your respect as a man of my word, and not to create a precedent, which I should be sorry for hereafter. You will buy other machines than these, and in future deals the same question of extra discount will arise. I would much rather settle the point here and now. I have quoted you the lowest possible price, and by that I must abide. Good day, sir."

"Come in to see me to-morrow after you have thought the matter over."

Next day he called again.

"Well," said the prospect, "am I to get that five per cent?"

"Not from me sir."

"Will the house allow it?"

"I haven't asked them. The quotations I have made you are theirs, and I cannot go back of them."

"All right—the deal is off. Thanks for calling—good day."

With an inward feeling of wrath and annoyance, but with a consciousness that he had acted rightly, the salesman left.

In the next morning's mail he found the order for that bunch of machines, and at the foot in large characters was written the price, and the word "Net." He smiled a big smile, handed in the order, and took the first car out to see his friend.

"Sit down" was his greeting. "Well—did you get the order? That's all right then—no thanks needed. Let me tell you something. You got that order because you did the square thing by me I asked for your bottom price, you gave it to me, and what's more, you stuck to it. I got all the other machine men in here, every man jack of them. I put the same thing up to them, every one of them, and every blessed man hummed and hawed, and finally offered to allow me the extra five off. You were the only man of the lot that gave me the square deal, so the order is yours. Fill it in the same square way, and without a doubt more orders will follow."

More orders did follow, each one was executed in a business-like way without the suggestion of a discount, rebate, or any other rake-off, and mutual trust and confidence was engendered. To-day and ever since the first order the word of that salesman "goes." Whether a purchase is made of a desk or supplies, the order is given, and the price quoted by the salesman is accepted without question as being the lowest that the house he represents can allow.

Another illustration along this line may perhaps further emphasize the importance of not deviating from the old-fashioned track of the square deal. There was a certain firm, who were contemplating the purchase of a large number of typewriters, and as in the other case they were testing out the various makes of machines to find out which was likely to be most suitable for their varied requirements. It was difficult to ascertain with whom the final adjunction was to be placed, or the man who would have the "last word." Generally in these deals there is some one in the firm whose final "say" carries weight with the firm, and the deal is closed on his recommendation.

In this particular instance there was one man who was somewhat prominent in this respect, but it was hard to say for certain that he was the man. One morning this man received a letter from one of the competing companies informing him that they wished to present him with a typewriter, that the machine was being sent to him, and that they hoped he would accept it without the slightest obligation.

He thought the matter over carefully, and the more he thought of it and pondered over it, the less he liked it. Why had they sent him a machine? What reason had prompted them to present him with a $100 typewriter? What did they expect of him for it? What would his employers say, if they heard about it? Was not this a clever evasion of the law as to commission on purchases? These and a hundred other thoughts flashed through his mind, and he was restless and uneasy all day under the various thoughts. When he reached home the machine was there, had been taken in and signed for by his wife. He talked the matter over with her, and examined the machine. He put the machine back in the case and decided to sleep on the matter before finally deciding what he would do. He wanted a machine and this one would do him good service, besides why should he not accept the machine? No one would be any the wiser for his having taken it. Another point, here was the present of $100 or its equivalent practically thrown at him. He must be idiotic not to accept it. It was surely a great temptation.

Next a representative from the firm, the salesman in fact of the typewriter company who had sent him the machine called to inquire if it had been received, and if everything was satisfactory. He asked what obligation he was under. The salesman replied "None—none whatever—we want you to accept the machine from us—test it out, and see for yourself what a first-class typewriter this machine is." His next visitor was a salesman from a competing company. Before this man left he said to him:

"Tell me, does your company give away machines?"

"No, sir; we sell them."

"Is it usual to give away typewriters?"

"Not that I ever heard of—of course there are occasions when a typewriter judiciously placed may influence a sale one way or the other, just as a block of stock, or a bundle of notes sent anonymously to a public official may oftentimes be the means of securing a valued franchise."

"Then you would look at the present of a typewriter as graft."

"Certainly, typewriter manufacturers are not giving away machines without receiving an equivalent."

"Thank you—good day."

When that man got home that night, he had another heart to heart talk with his wife, and early next morning a messenger boy carried that precious machine back to the company that sent it, with a polite note thanking them for their kindness, and an intimation that it was impossible for him to accept such a present.

That same day he was called upon by the members of his firm to give his opinion as to the relative value of each machine. Before he commenced he unburdened his mind by telling them exactly what had happened, how he had received the machine and sent it back. They listened to his tale in silence. He then gave an unbiased expression of opinion as to each make of machine, and supported his arguments by pointing out the advantages of each on the machines themselves.

The required number of machines were purchased within a week, but the company that had tried to make the present did not get the order. It may be interesting to state that the man who sent back the machine is still honored and respected by his firm, and holds a still more responsible position.

No moral is required to a tale of this kind. He who runs may read. A fair deal and a square deal are always best.

A Trip to the Largest Adding Machine Factory in the World.

One of the larger motives actuating the American mind in things mechanical is to make inanimate objects perform animate functions. The harvester toiling day after day in a mass of grain is as lifeless to the light, the air and the heat about it as the iron of which it is made, but what a human force it is; the monster locomotive drags faithfully on its tons of freight, uttering neither joy nor woe; but measure its worth in the achievements of commerce; the typewriter, ever so small in comparison with these two, is deaf to the motives of its operator, but consider how much depends on the accuracy of its speech. And lastly, the adding machine, without the sense of reason; without the power of memory, is as accurate, precise and comprehensive as the human brain dared ever to be. The harvester, the locomotive and the typewriter are living personalities in our every day life. But consider how vital is the adding machine—that mechanical brain.

WILLIAM SEWARD BURROUGHS.

As Oliver Wendell Holmes very succinctly puts it: "What a satire, by the way, is the adding machine on the mere mathematician. A Frankenstein monster, a thing without a brain or a heart. It turns out formulae like a corn sheller and never grows any wiser or better, though it grinds a thousand bushels of them. I have an immense respect for a man of talents plus mathematics. But the calculating power alone should seem the least of human qualities, and to have the smallest amount of reason in it, since a machine can be made to do the work of two or three calculators, and better than any one of them. Sometimes I am troubled that I have not a deeper apprehension of numbers; but the triumph of the ciphering hand-organ has consoled me."

The Burroughs Adding and Listing Machine was the life-work and invention of William Seward Burroughs, who loved the Machine better than he did the dollar. It was never gotten up simply to sell, but, first of all, to do its work perfectly, then it was made to last indefinitely, and then, of corse, its sale couldnt be stopped. That is history cut short—which accounts for the enormous Burroughs plant at Detroit—and for the 61,357 Burroughs machines in daily use. (Dec. 5, 1907.)

The Burroughs Adding Machine Company, with its offices and plant in Detroit, represents the effort and the success in the adding machine field. Devices have been known for making mathematical calculations ever since Pathagoras made computations on the Abacus, but no machine of high commercial value ever was invented until the Burroughs Adding Machine was put on the market. And since the first machine appeared the company has over 60,000 in daily service, covering the four points of the compass. The factory is now required to produce a new machine every seven and a half minutes to meet the rapidly growing demand. An obelisk four miles in height would be insufficient to hold all the Burroughs adding machines now on the market of the world.

This mechanical brain—this mind without animate life, yet full of it—was the sole invention of William Seward Burroughs. It was said of him that he loved the machine better than he did the dollar; that he never made it to sell; he simply wanted to see if it were possible to make a giant mathematician without the five senses. If this could be done, he reasoned, there would need be no fear of marketing it. That would come by reason of its novelty, its usefulness.

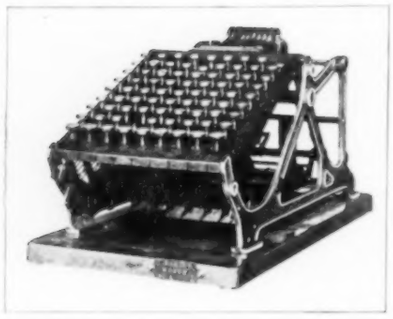
The Chief Motive of Burroughs' Life.

The leading impulse in the life of Burroughs was perfection, accuracy and truth. His drawings were made on metal plates with hardened tools ground to a point. When he drew a line it endured as a marvel of accuracy. To-day his work is used as a standard and it remains a monument to his love of truth. He not only wanted the best machine built, but the best built machine, one which would possess the qualities of endurance. Day after day he worked trying to perfect his ideal. Once, it is reported, that he continued in constant search for the solution of a mechanical problem which would crown his labors for 48 hours, without a wink of sleep and only a bit of food to eat. "I am bound to win," he is quoted as having said, "and I won't give up." Poverty was knocking at his door but he fought it away with courage and determination. He had a great mission to perform for humanity's sake. Many inventors had created labor saving devices; but Burroughs was aiming to produce a machine which would save both the labor of hand and brain. No one knew better the value of such a machine than he, since he had experienced all the hardships of constantly laboring with figures.

It was after seven years of almost constant toil and the expenditure of $300,000 that the first machines were placed on the market. Soon after they were sold Burroughs discovered a new feature greatly improving the utility of the machine. Therefore, characteristic of the man, he recalled the machines and with his own hands took 150 of them and threw them out of the shop window, smashing them to pieces.

Lives to Perfect Machine.

Burroughs lived to see his invention perfected. Although many improvements have been made in the machine since his death, yet the fundamental principle remains the same as in Burroughs' last model. "I never



ONE OF BURROUGHS' EARLIEST EXPERIMENTAL MODELS.

knew Burroughs personally," said one of the men now connected with the company, "but I have studied his work, and it has told me what he strove for. I feel that I know the man he wanted to be. He loved truth and in years to come, when you and I may be forgotten, who may say but that his name will still inspire some to more fruitful effort, since they must do their work better than they would have done, if Burroughs had not lived."

The First Machines Built.

The first attempt to build the adding machine in quantities was in 1891, when a contract was let to Joseph Boyer of the Boyer Machine Company, St. Louis, to build 100 machines. Mr. Boyer was already interested in the machine. He was a mechanic, a man of character and indomitable will. He had won his way in the world by personal work and knew the value of a good friend in time of need. His constant help to Mr. Burroughs in manufacturing the first adding machines, therefore, cannot be overestimated. Eventually he became president of the Arithmometer Company, and later the Burroughs Adding Machine Company. Everything went along comparatively well till the panic of 1893, when the stockholders had to go down into their pockets for $16,000 to be used for debts and working capital. From that day on the company made progress rapidly.

Company Moves to Detroit.

Discovering in Detroit, Mich., a more advantageous site for the plant, one autumn day in 1904, a special train from St. Louis started across the country, carrying tools, machinery and mechanics to their new home, where a new building awaited them. With Mr. Boyer's energy and mechanical skill, the company was enabled to constantly improve the machine. Like Mr. Burroughs, he was more interested in producing a perfect machine than in placing the machine on the market. It remained for him and the Board of Directors to associate with them the men who could sell the machine after it was perfected.

Placing the Machine on the Market.

In the capacity of General Manager, came Alvan Macauley, a man of keen business judgment, who with the Board of Directors shaped the business policy of the company. A manufacturing plant without a sales department would be much like a boiler with the fire out. The troubles which the founders of the adding machine business experienced were not all in the manufacturing end of the industry. The same old crowd of skeptics which welcome most every new invention, wasted no time in ridiculing the idea of a machine that could add figures. They claimed that Burroughs was a "freak" and that he faked the people by adding the figures mentally and listing the totals with the numbers.

A Model Adding Machine Plant.

The boulevard running in front of the Burroughs plant, gives the visitor at once a restful feeling and accentuates the idea that the best work can be accomplished only when labor is a pleasure. The plant in many respects is a model. As you enter the large, spacious hall, you are met with a courteous attendant, who quickly assists you in getting the object of your visit. Nothing has been omitted which is indispensable in making the factory an attractive place in which to work.

You are directed up a wide marble stairway, which rises from the vestibule to the general offices on the second floor. To the left as you ascend the stairs are the offices of the superintendent, purchasing agent and assistant factory manager. On the right are the offices of the cost and time departments, the mechanical inspection department, and the shipping and order departments. This building, through which we shall make a trip, is 320 feet long and 126 feet wide, and contains the factory offices on the first floor and the general offices on the second floor.

The Size of the Plant.

The general manufacturing department is right back of the offices which are in the front of the building. There is a wing 196 feet by

UPPER PICTURE SHOWS OLD BOYER MACHINE SHOP—LOWER PICTURE, LATER ST. LOUIS PLANT, WHICH WAS OUTGROWN IN 1904.

88 feet joining the main building, and the total floor space is 68,620 square feet. In this wing are the shipping room, polishing room, hardening room, gymnasium, nickel plating room and boiler room. This building was erected in 1904, but the growth of the business demanded more space. Since the first building was erected the floor space has almost been doubled, so that to-day the total area covered by the plant is 178 by 172 feet, or about four acres.

A Modern Office System.

As the visitor goes to the second floor he is at once impressed with the model offices. Here are found the latest appliances for dispatching the constantly increasing business. The light and ventilation, as well as the sanitary construction all tend to develop the feeling of satisfaction and comfort. In the offices the light is admitted by large windows on every side; but in the factory the saw-tooth roof is used, which gives an even distribution of light in all parts of the plant. The systematic way in which the business is conducted in each department is at once apparent to the observer. The chief motive back of each employe is not system for system's sake, but the personality of the heads of the various departments and the Board of Directors. The individuality of the employe is preserved and the community of interest spirit prevails throughout.

FIFTEEN-BANK BURROUGHS WITH 18-INCH CARRIAGE, LISTING AND ADDING IN SEVERAL COLUMNS, AND SPLIT TO ADD TWO OR THREE SEPARATE COLUMNS AT SAME TIME.

Office Environment Uplifting.

There is nothing which impresses the visitor more than the evident desire of the company to surround its workmen with an environment which will develop the best in each individual. There is a spacious, roomy gymnasium or auditorium, 150x75 feet, for noonday gatherings, games, hand-ball, weekly dances and other functions. There are hygienic washrooms and drinking fountains, individual lockers, as well as many other features which eliminate the drudgery of constant toil. The result of the influence of the personal equation among the employes tend to build up a permanent organization. Already there is a school established for the purpose of training the most efficient in the mastery of the details of the business. Already the company is taking some of the most skilled artisans from other industries. The organization is growing more permanent each day, week and year, and it is obvious that skilled workmen educated and trained in their business should make each piece of raw material yield a maximum value in a minimum of time.

The Instruction School.

The visitor is impressed with a most interesting department known as the instruction school, where experienced inspectors train students as mechanical experts. These students are picked from the factory by virtue of their efficiency, and they are given a chance to show what is in them. They are given a thorough test in order to determine if they are qualified for the duties of inspectors. After a thorough training they are sent to the testing department, and sometimes to the branch offices as mechanical inspectors.

The Inventions Department.

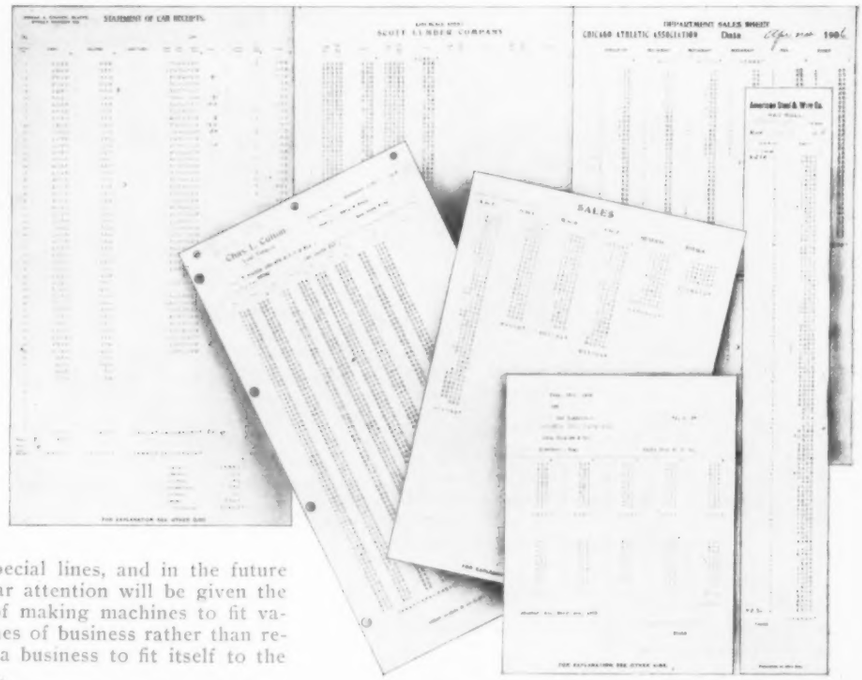
Every successful business must keep up with the ever onward progress in the field in which it operates. The Burroughs Company, therefore, is maintaining an inventions depart-

BURROUGHS BUSINESS SYSTEMS DEPARTMENT.

ment at an enormous expense in order to build machines to meet every conceivable demand as well as to discover improvements in the standard styles. This work is in charge of J. C. Vincent, assisted by a staff of 100 associate inventors, designers and experimental mechanics.

This department has grown rapidly during the last two years. In 1906 seventy-nine men were added to the department, and the floor area was increased 6,324 feet. During the time this department has been maintained over 100 models, embracing about the same number of ideas, have been designed and built in order to secure all that is of practical value along the adding machine line. These models are carefully preserved in the model room, which is fireproof and not open to public inspection.

One of the principal sources of the new models is the many new uses for the machine which the company is constantly discovering. Whenever a new use is found which presents a sufficient field, a machine is constructed for the purpose. Special machines are nearly ready for many new lines. The company is organizing special departments to look after these special lines, and in the future particular attention will be given the policy of making machines to fit various lines of business rather than requiring a business to fit itself to the machine.



BURROUGHS BUSINESS SYSTEMS FORMS, SHOWING ACTUAL WORK.

The New 15 Bank Burroughs.

The first Burroughs was originally designed for use in banks. As business systems developed, the various kinds of adding machines had to be built to meet all the demands of a complex commerce. There are, therefore, now over 200 different styles and combinations, used in about 300 lines of industry. There was a time before the advent of the loose leaf ledger when the adding machine was simply what its name indicates. But now, with the 15 bank machine, fitted with a wide carriage, which will take a ledger sheet 18 inches wide, most all forms of bookkeeping may be accomplished on the machine, then the sheets may be filed away in the binders, and the work is done with greater accuracy and legibility.

It is not practical to go into a description of all the various kinds of adding machines for every line of industry. A few examples will suffice. In the wholesale grocery trade a machine has been constructed which is almost indispensable. In case of making deposit slips it saves time, makes them neater and produces two or more copies—an advantage which is apparent at once. In recapitulating sales, totals may be obtained for the house of the road salesmen, also for the departments. Records may be kept by brands of goods, by the day, week, month or year. One half of the time may be saved by doing this work on a machine.

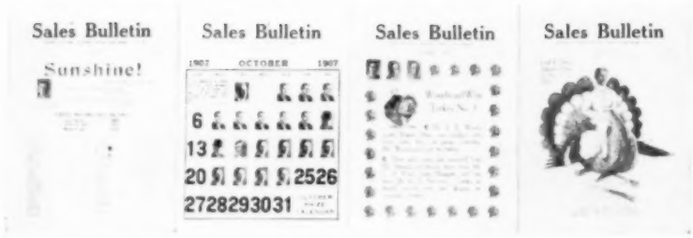
Every firm has some kind of a printed form for listing the dates of bills for which they are remitting. There is a machine which will list the amounts and add them quickly and accurately. It will also list the dates with each item. Invoices for goods may be recapitulated by departments on sheets which may be bound up in a record. Invoices can also be added and listed as to dates due. In the case of an inventory, extensions may be checked and all additions made quickly and cheaply.

The auditor finds one of the adding machines a great saving of time for him, and a permanent cure for the auditor's nightmare. The adding machine here, as in other lines, makes errors impossible, and he can get the totals in about one-sixth of the time required by the hand-brain method. In trial balances, listing check book stubs, credit and cash sales, adding sales slips, auditing salesmen's sales books, making department store sale audits, comparative statements and profit and loss statements, an adding machine is as indispensable as a mowing machine is to a farmer.

The people of Buffalo, N. Y., were recently very much surprised at the rapidity with

SAMPLES OF WORK ON BURROUGHS FOR SPECIAL LINES OF BUSINESS.

BURROUGHS SYSTEMS BOOKS.



DAILY BULLETINS ISSUED FOR SALES FORCE.

BURROUGHS MONTHLY ISSUE FOR THE EMPLOYES.

which the election returns were computed and printed. The adaptability of the adding machine to this work is remarkable. It enabled the newspapers to make records never heard of before. In no other way would it have been possible to give the election returns with such great rapidity. There is also the aspect of accuracy in connection with this rapid work, which should not be overlooked. In the case of very rapid counting there is always the chance of mistakes, which, with the adding machine are impossible. The time may yet come when there will be a vote-adding machine, which will register and add at the same time the votes cast for every candidate in the field. This should add much interest to voting, as it would be possible at all times to see just who was in the lead. Since there is among many good people very little interest in this necessary function of citizenship, it might be tnat the invention of such a machine would do much to purify politics.

The Advertising Department.

The advertising department during the first five months of this year supplied over 214,000 pieces of advertising matter to the various offices. This printed matter, with that which is produced for the various departments, would weigh several tons, and cost close to $100,000. There are now eight employes in this department, who write, design, print and supervise all the advertising and printed matter issued by the company. The circulation of the magazines advertised in, per issue is 1,000,784, with a yearly circulation of 39,241,-652. The number of booklets issued by the department is over 100, and they are of the highest grade, receiving the commendation of the best critics in the advertising field.

This department also gets out a monthly magazine known as "Burroughs," a periodical alive with suggestions and full of sales-food. The compilation of personal letters is also under the supervision of this department. Letters are written for every line of industry, with the necessary follow-ups. The system by which these letters are sent out to the prospective buyers is worthy of careful study, as it is one of the most perfect in use today. All prospective buyers are arranged in an alphabetical file, which at the same time is chronological through the use of an adjustable date tab. When it gets to the follow-up department the proper letter is mailed and the card is set for the next follow-up letter. This system gets results as is evidenced by definite records which are kept of all personal letter advertising.

The Sales Department.

Burroughs' salesmen are trained in their work and they get excellent support from the company. Each day a bulletin is sent out to every one connected with the sale of the machines which keeps each salesman in direct touch with the development of the business, shows what his fellow salesmen are doing, in other parts of the field.

Each man before he goes into the field is given a thorough training under the direction of an experienced sales manager. Instruction and demonstration material are printed on uniformly punched sheets designed to fit a binder, with which every salesman is furnished. The daily report is in the form of a filing card, and it gives full particulars of results to date about each possible buyer called on. As soon as the salesman's report is received on a prospective buyer it is properly marked and sent to the Business Systems Department, where a series of personal letters is started to the prospect.

Business Systems Department.

This department is a unique feature of the business. It was organized about three years ago, when two people took care of all the work. Now there are twenty people required to handle the inquiries which result from advertising and requests for modern business systems. The chief object of the department is to gather and distribute the different uses of the machine as worked out by the accountants and systematisers in the leading concerns of the country.

STEREOPTICON LECTURE ON BUSINESS SYSTEMS AT SALESMEN'S SCHOOL.

As soon as it was known that the machine was applicable to so many uses the work of this field began to increase in leaps and bounds. This not only showed that there was a potent desire on the part of accountants for better methods of handling the immense detail of modern business, but it enabled the department to make comparisons of various systems, pick out the best and construct a machine for the purpose. This was the reason why the fifteen bank machine was conceived and built.

Another object of this department is to educate the sales force, of which there are 250 men in the field. At the factory these men are instructed by lectures, in which stereopticon slides are used, showing the latest systems and the development of the machines. When the men come to the factory for the annual convention, they make a study of the various systems devised by this department and are, therefore, well qualified to demonstrate to prospective buyers the utility of the machines.

Since this department was organized the number of inquiries, ranging from the price of a certain machine to inquiries about systems, have constantly increased until now they average about 1,700 per month. The effectiveness of the system is plainly shown by the fact that over 25 per cent of the prospects making inquiries were sold machines. The salesmen are privileged at all times to send in requests to the business systems department for special forms, system information, and the writing of letters to prospective buyers.

Journalizing Eliminated.

The business systems department has devised a "Cash Received System," which does away with the journalizing of remittances on the debit side of the cash book and at the same time gives a better record, proves the ledger postings, eliminates the possibility of posting to the wrong account, and enables a concern to have their cash posted the same day it is received. The operation with a machine is very simple. When the mail comes in it is sorted according to ledger divisions and sent to the cashier. The amounts of the remittances are marked on the letter by the cashier and the totals of the checks is made by the adding machine. When the amounts posted have been listed and added by the machine, the difference between the "discount column" and the "amount posted column" should equal the amount of cash for that ledger division held by the cashier. In case the business is one in which the discount is not allowed, then the amount taken from the ledger must equal the cash in the cashier's hands.

GIRLS' REST ROOM IN THE BURROUGHS FACTORY.

This method gives an absolute check on the cashier's cash.

Machine Record Department.

The number of records handled in this division of the office averages about 9,150 per month, requiring fifteen employes. This department alone covers 1,000 square feet. The best selling argument which the salesman can use to get the name on the "dotted line" is the demonstration of the machine itself. This method requires a complete record of every machine in the possession of salesmen for trial purposes. The monthly average of machines used for demonstration is 8,959.

Purchasing Department.

The visitor will get a little glimpse of the size of this plant when he is taken to the purchasing department, which buys all tools, machinery and supplies. The stock records show that there was 1,200,000 pounds of steel, castings, iron and brass on hand at the beginning of the year, as compared to 328,000 pounds for the previous year. This large increase in stock required 300 new machines to work it up, costing $90,000. The punch press department alone uses 305 tons of steel. The stock of sheet brass is over 16 tons. The tool making department requires ten tons of steel to produce the necessary tools for the workmen. One is amazed to find that this department requires two tons of drill rod to feed the automatic screw machines. The total value of the stock carried in the purchasing department is $100,000.

The Other Offices.

It would be impractical to give a full description of every phase of the office work in this article. In the shipping department there are twelve employes, who handle an average of 2,500 shipments per month. The secretary's and treasurer's department requires twelve employes to look after matters pertaining to the financial side of the business. The accounting force numbers twenty-six bookkeepers and clerks. The offices are all arranged in such a manner that they are easily accessible from each other, which greatly facilitates the work. Each department is responsible for its particular line. When a business communication is received a transmit record is attached to it so that it is possible to determine pust where it was loafing, if it does not get attention in a reasonable time.

The Visit to the Factory.

The manufacturing department is entered through a door which leads from the offices to the Drill Press room. Over the central aisle, as we pass into this department, is a 65-H.P. motor, which furnished the power for driving the machinery until 1905. When the 300 new machines were added, a 50-H.P. motor for the screw department, a 25-H.P. motor for the tool room, and a 20-H.P. motor for special machine department had to be added. In different parts of the factory there are buttons situated on red bands, to indicate their location, which may be used to stop the machinery in case of emergency.

The manufacturing end of the business may be divided into general departments, each of which is subdivided into several divisions. There is the manufacturing department proper in which the various parts of the machine are made from the raw materials; the assembling department in which these various parts are put together into a complete machine, and the testing department, where every machine is subjected to numerous tests to determine if it is up to standard.

The Drill Presses.

As one enters the plant from the offices, the large number of drill presses in operation is the first thing which attracts attention. Here you will find the multi-spindle drill press, which makes fourteen holes at a time. To accomplish this work on the ordinary drill would require ten men.

This department contains 200 drill spindles, and employs seventy men. All the side frames used in the construction of the machines are drilled here. This room also contains the milling machines, which mill the bottoms of the cases. The special fixtures are milled by special high speed cutters. Most every machine has a specially designed fixture to hold the work while it is being milled.

The Tool Making Room.

In the tool room are eighty machines and 100 men, who make the tools used in all the departments of the factory. All the tool work is done by the highest class of mechanics, using the most exacting measuring instruments. In close proximity to this room is the tool supply department, full of reamers, drills, cutters, taps, dies and special tools needed in the department. You will see men in this room working on punch press dies, screw machine tools, drilling jigs, milling fixtures, and special fixtures for assembling. The room is equipped with milling machines, plainers, bench lathes, grinders, and metal pattern makers. The special work requiring the best light is done on the south side of the room, where there are special benches made exclusively for the purpose.

Electric Testing and Japaning.

Electricity has become such a feature of the business that the company had to equip a special department in which to test the various motors before they are attached to the drive. As soon as the motors are ready for the factory they are conveyed to the floor below by means of an elevator. Adjoining the testing room is the model room, in which may be found over 100 special models of machines, designed to accomplish the many transactions which the modern business world demands.

The japaning room is beyond the electric testing room. In this department are employed sixty men. There are eleven ovens here, all especially designed for the purpose. They are heated by gas and on the door of each oven is a thermometer, which indicates the heat that is necessary to do the required work. Many of the parts must be coated by hand. The dipping tanks are used only for those parts which do not require manual treatment. In one part of this room the column release-keys and buttons are assembled. The side holes through the glass sides are also drilled here and it is a remarkable fact that this one operation keeps one man constantly busy.

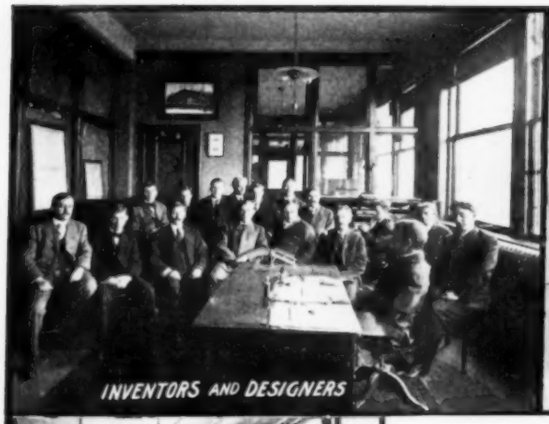
The Cleaning Department.

All the work in the entire factory is cleaned in this room. There are employed in this department about thirty men. One of the chief agents used in the process of cleaning is gasoline. Recently a gasoline still was installed to distill the dirty gasoline, and many gallons are now saved every day which formerly went to waste. Hot soda, potash and acid are used in the cleaning of some of the parts. Near this room is the glass annealing tank in which the glass panels are put in cold water, brought to the boiling point and then allowed to cool.

The Hardening and Blacksmith Rooms.

The work produced in the factory is sent to this room to be hardened and annealed. To accomplish this work about twenty men are required. The cyanide hardening furnaces are here and the small steel parts are hardened by dipping them in the cyanide which is kept at a boiling temperature. The Buffalo forges for the blacksmiths and the gas forges

PART OF THE STENOGRAPHIC FORCE.


INVENTORS AND DESIGNERS

AUTOMATIC SPINDLE DRILL

MOTOR TESTING ROOM

DRAFTING DEPARTMENT

JAPANNING ROOM

for hardening tools, dies, cutters and other instruments used in the tool making department are in this room, and there are also two special furnaces here for annealing and case-hardening the different parts used in the machine.

The Warehouse and Boiler Room.

The warehouse is a building 200 feet long, fifty feet wide and two stories high. It was added to the original plant in 1906. This added 24,758 square feet to the floor area. The upper floor is devoted to the storage of adding machine stands, the carpenter shop, and the wooden pattern makers' department. The office of the warehouse foreman is on the first floor. Adjacent to the warehouse is the boiler room, containing the boilers and the two large pumps, one driven by a 15-H.P. motor and the other by a 25-H.P. motor. The gas used in the hardening and japanning departments is registered here by four gas meters. The 40-inch upright tubular boiler in this room generates the steam used in the cleaning and nickel plating departments.

The Screw Machines.

When we enter the screw machine department we are at once impressed with the size of the room and the large amount of machines which are found here at work. There are sixty men employed in this room and they operate over 100 machines. The automatic machines are of special interest. They seem to be almost human. These automatic mechanisms make the screw complete including the slot in the screw head. In this room also are the hand machines, on which work too large for the automatic machines is performed.

The Punch Presses.

There are many thousands of dollars' worth of dies, each designed for a special purpose, in the punch press department. This room contains thirty-one machines and it employs thirty-five men. Much time is saved in changing the dies necessary to produce the various parts, because they are so made that they may be quickly put in the machines and clamped. All flat work is blanked and perforated here, and on some of the machines sub-assembling of two or more parts is accomplished.

The Polishing Department.

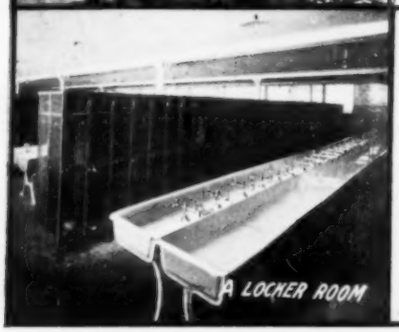
It would not seem that it would take 100 men and thirty polishing machines to prepare the pieces in perfecting a

EXPERIMENTAL DEPARTMENT

ASSEMBLING ROOM

TOOL ROOM

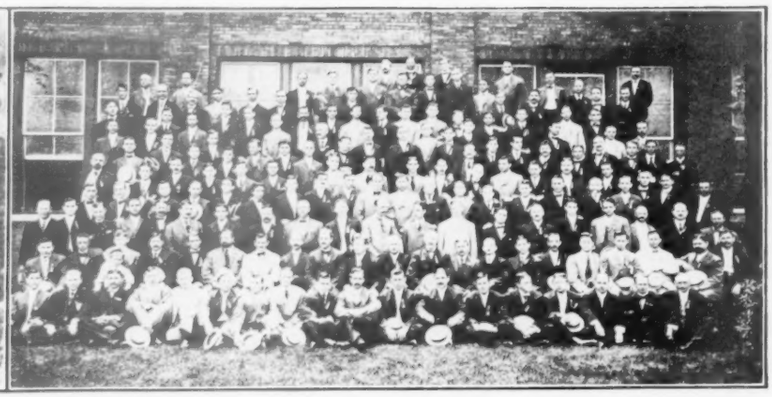
TESTING SPECIAL MACHINES


A LOCKER ROOM

TYPE MAKING DEPARTMENT

FINAL INSPECTION DEP'T

ENTIRE FORCE OF OLD BOYER MACHINE SHOP—1890.



SALES FORCE ONLY OF PRESENT BUROUGHS ORGANIZATION.

MINNEAPOLIS OFFICE.

BALTIMORE OFFICE.

ATLANTA OFFICE.

Burroughs Branches, under the Company's Sales Managers, cover over 75 cities in every part of the country.

machine. The cases are assembled in this room, having the backs fitted in, and then they are sent to the japanning room. The dust which usually flies around and endangers the health of the employes in most polishing shops, is here taken from each polishing wheel by blowers, drawn into a separator on the roof, where the dust and dirt settle into a receiver, from which it is easily removed. This arrangement, no doubt, saves the lives of many faithful workmen.

Nickel Plating.

It requires a 10-H.P. motor to furnish the current with which the nickel plating is produced. The dynamo is ten volts in capacity, 1,500 amperes, and is located in the upper part of the room, reached by a stairway. The object of keeping it here is to protect it from dampness. The nickel plating tanks require five volts, while the revolving tanks take 10 volts. The different voltage is taken from the same dynamo by means of connections with the different bars. In this room are also the electric cleaning tanks in which all the pieces to be plated are thoroughly cleaned before they go to the nickel plating baths.

Making and Finishing Type.

This proces is one of the most interesting in the factory. There are specially designed machines, which swage up the type from steel disks, forming the characters wanted, in specially made matrices. It requires twenty men to do this work.

The Finished Stock Room.

On visiting this department you are shown $120,000 worth of stock. Some of this stock is finished and some must be subjected to further processes before it is ready to be put into the machines. From this central supply house, the assemblers get all the different parts of the machine as soon as they are required in the process of erection. This systematic method of handling the various parts saves time and makes the assemblers highly proficient in their work.

The Assembling Room.

The assembling of the parts of the machine is one of the most important processes in the manufacturing of the adding machine. Most of this work is done by piece work and the men who accomplish it are therefore trained in the special tasks to which they are assigned. In the sub-assembling room alone there are 200 men. In this department all parts are assembled into sections. Then these sections are finally assembled into the complete machines. There are a number of benches in this room on each one of which a special work is performed in building the machine.

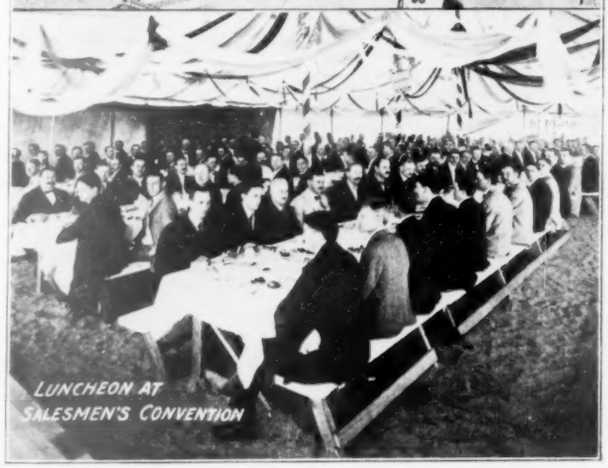
The Increase in Factory Production.

Great care must be exercised in inspecting the parts of such a high-class mechanism as an adding machine. As soon as the machine is fully erected it is sent to the final testing department in order that every part and function may be tested before the machine leaves the factory. There are 125 men in this room who are specially trained in their work. If the machine passes the test the case is put on and the machine passes to the final inspector who sees that everything is right before the machine goes to the shipping room.

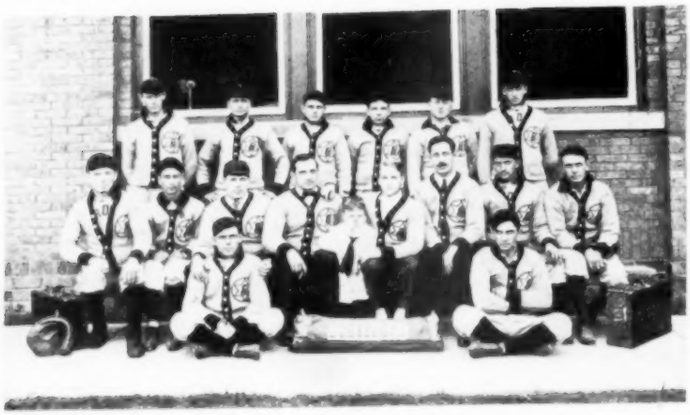
The Final Inspection Department.

At the present time the factory produces a machine on an av-

SALESMEN'S SCHOOL IN SESSION



LUNCHEON AT SALESMEN'S CONVENTION



BURROUGHS BASEBALL TEAM—AMATEUR CHAMPIONS OF DETROIT

erage every seven and one-half minutes. In August, 1905, the factory produced 900 machines. That was the largest record of the year. In 1906 the daily average jumped up to 46.9, with a grand total of 13,131 machines for the year. With 1907 the production constantly increased. In January new equipment was added and in May 1,533, or a daily average of 63.8 were produced in the Burroughs plant. This is the last official record. There are now over 61,000 machines in use.

Adding machines are serviceable for a multiplicity of uses. The list of patrons covers most every line of industry. Among the patrons are the banks, probably in greatest numbers, then in varying numbers the list covers over 300 lines of business. One express company states that the adding machine saves them $1,000 per year. The machine is almost indispensable in every line of industry, where there is any mathematical detail.

The Adding Machine a Commercial Necessity.

During the life of living men, our population has quadrupled and our wealth has increased. Our railroads, the arteries of commerce, have grown from five to two hundred thousand miles—more than any other nation, more than all Europe—in fact as much as most all the rest of the world put together. When our forefathers made their occasional journies to market, they often saw the minister and doctor on horseback; they met the farm boy with grist on the saddle; they watched the laborers in the field wielding the back-breaking cradle; they saw the housewife spinning the cloth necessary to clothe the family; they followed the trails of the emigrants which were so rough that the cost of carrying their products to market consumed most all their value. Everywhere there was hard work, and no one ever dreamed of the many inventions which would make the severest toil a pleasure and save the cost of production and marketing goods in many cases 50 per cent, as compared with former days.

The unprecedented increase in our commerce to-day, as compared with a few years ago, is to a great degree due to the invention of labor saving machinery in manufacturing and in agriculture, together with the increase in our transportation facilities. This immense development of business demanded new office appliances to take care of it. During the past five years the patent office at Washington has received applications for 8,174 different office appliances. The average business man to-day would receive somewhat of a shock on going into a modern office equipped with all the best known labor saving devices. These inventions are to the business world what the modern automatic machines are to the factory. They have speeded up the office and cut down the dead expense.

As a result the whole commercial world has been tuned up. In the old days the manufacturer and the merchant did business on a generous margin. To-day, with the cost system, everything is changed. Competition demands a modern system of accounting. There had to be a machine invented to facilitate this work. Detail cost systems are too expensive when the work is all done by hand labor. The adding machine with all its combinations supplies this demand. It reduces the cost of keeping detailed office records and increases their efficiency. It places all the details of each day in such a relation to each other that they become a standard on which to base the policy of the business.

FORTY-SEVEN DIFFERENT STYLES OF BURROUGHS.

SELLING FROM AN AUTOMOBILE.

By W. W. Hiscox.

Is the automobile of practical use for a stationery or office appliance salesman?

It certainly is practicable and as its value is demonstrated more frequently the automobile will be utilized generally as an aid in selling stationery and office supplies of all kinds.

Not many stationery salesmen can afford an automobile with which to solicit orders from the trade, and only in large cities where many calls are to be made and a wide range of territory covered would an automobile at the present time pay. The initial cost is too large, and the repair bill and the cost of operation is no small item.

One Chicago stationery salesman is at present using an auto with which to solicit orders. He discovered its value through an accident. For several years this salesman had called daily on the trade a-foot, selling the retailer and consumer alike. One day he met with an accident which permanently crippled him. The salesman did not want to give up his trade for a desk position at a reduced salary, and yet he could not continue making his rounds because of a lame foot. A friend suggested an automobile, and the more the crippled salesman thought of the suggestion the more was he impressed with the possibilities of the scheme. A twelve-horsepower runabout was purchased. It took the salesman nearly a month to master the machine, so as to propel it accurately and quickly through the crowded streets within the loop. When he had accomplished this feat his greatest difficulty was over, for he was a born mechanic and knew how to keep the auto in working order.

This salesman's experience with selling stationery from an auto, although he was forced to it, has been extraordinary successful. If he should gain complete control of his injured foot it is very doubtful if he would abandon the machine. His total sales to-day are much larger than when he had complete use of his limbs.

He attributes his increased business to the time-saving features of the auto. With the machine he is able to make twice as many calls as formerly, and thus he has enlarged his territory, increased the number of customers, and called on them with greater frequency.

Where formerly it took the salesman three days to call on the suburban trade, he now does it in two days. One day he visits the towns on the south and southwest, and the second day those on the west and the north, following a carefully prepared plan so that every minute of the time will count for effective work. With the auto he makes short cuts enabling him to cover the territory much quicker than formerly by the railroads. There are no trains to wait for and no unexpected delays unless the auto breaks down.

Where the traffic is congested, as down town within the loop, the salesman finds no difficulty in leaving the auto near the curb while he transacts his business in the office building or store. Several times a day he calls his office on the 'phone, and is not at all dismayed when they tell him that some one way out on the West Side wants to place an order. It does not take him long to speed his auto to the waiting order.

Another advantage the auto salesman has over his competitors is ability to deliver small lots, and thus accommodating his customers gain their good will and steady patronage.

RETAIL TRADE OPPORTUNITIES.

As supplied by "OFFICE APPLIANCES"—Magazine, Chicago, Ills.

"RETAIL TRADE OPPORTUNITIES" consist of the names and addresses of NEW FIRMS and CORPORATIONS—the names of the PURCHASING OFFICER, and in most cases the KIND OF GOODS TO BE PURCHASED. The supplying of this list of LIVE PROSPECTS by this publication will be continued monthly, and for the present will not be furnished anyone in advance of the issue. The perusal of this department by the SELLING ORGANIZATION of all companies engaged in the sale of office devices and supplies, will result in sales each month. Those interested may rest assured that the information given is "fresh," as indicated by the "ready" dates.

ALABAMA.

The Shreve-Milligan Live Stock & Vehicle Co., Andalusia, Ala. Dealers in horses, wagons and harness. S. B. Milligan, secretary; J. W. Shreve or S. B. Milligan, purchasing officer.

* * *

Chalifoux Clothing Co., 1916 Third Ave., Birmingham, Ala. H. A. Chalifoux, secretary.

ARKANSAS.

Booneville Ice, Light & C. S. Co., Booneville, Ark. M. G. Laterman, secretary and purchasing officer. Will be ready March 15, 1908.

* * *

Bank of West Fork, West Fork, Ark. J. L. Bryan, secretary; Geo. A. Curtis, purchasing officer.

COLORADO.

Meehan Safety Razor Mfg. Co., Coronado Building, Denver, Colo. Geo. D. Edwards, secretary. Will be ready January 1, 1908.

* * *

The Churchill Electric Time Switch Co., Pueblo, Colo. Makers of electric time switches. E. E. Churchill, secretary.

* * *

Fort Collins Wall Paper Co., Fort Collins, Colo. Wall paper and paper at retail. V. Van Pelt, secretary.

* * *

Awada Mercantile Company, Awada, Colo. General merchandise. C. W. Greene, secretary, and W. S. Beavers, manager and purchasing officer. Interested in: **Accounting Systems, Cash Registers, Check Books, Desks, Desk Specialities, Erasers, Fountain Pens, Invoice Books, Ledgers, Letter Files and Trays, Memorandum Books, Novelties, Order Blanks, Paper, Pens and Pencils, Rubber Stamps, Safes, Scales, Show Cases, Signs, Specialties, Stationery Specialities.** Will be ready December 12th, 1907.

ILLINOIS.

Home Chemical Company, Decatur, Ills. Manufacturing proprietary remedies. G. W. Drury, secretary and purchasing officer.

* * *

Pana Enterprise Mfg. Co., Pana, Ills. Machinists and manufacturing. G. N. Gilbert, secretary, W. L. Morse and E. E. Mull, purchasing officers. Interested in: **Accounting Systems, Blank Books, Carbon Papers, Card Indexes, Check Protectors, Desks, Desk Specialties, Duplicating Machines, Erasers, Facsimile Letters, Filing Cabinets, Invoice Books, Ledgers, Letter Files and Trays, Safes and Typewriter Supplies.** Ready now.

* * *

B. S. Pearsall Butter Co., Elgin, Ills. Butter dealers. B. S. Pearsall, president and purchasing officer. Interested in: **Adding Machines, Addressing Machines, Bill Lading Books, Binders, Carbon Papers, Card Systems, Check Books, Duplicating Machines, Envelope Sealers, Invoice Books, Loose Leaf Binders, Numbering Machines, Pens and Pencils, Postal Scales, Scales, Telephone Brackets and Time Recorders.**

* * *

Schuk-Mason Lumber Co., Cairo, Ills. Wholesale lumber. O. A. Mason, secretary. Located in St. Louis. E. P. Schuh, purchasing officer.

INDIANA.

Herbert A. Myers Manufacturing Co., Warsaw, Ind. C. W. Scott, secretary, and H. A. Myers, purchasing officer. Interested in: **Bill Lading Books, Blank Books, Bookkeepers' Supplies, Carbon Papers, Card Indexes, Catalogue Cabinets, Check Books, Check Protectors, Coupon Books, Erasers, Facsimile Letters, Ledgers, Letter Files and Trays, Loose Leaf Binders, Loose Leaf Specialities, Memorandum Books, Paper, Paper Fasteners, Pens and Pencils, Pencil Sharpeners, Rubber Stamps, Stationery Specialties, Stenographic and Travelers' Expense Books.**

* * *

Rex Peanut Company, 411 Traction building, Indianapolis, Ind.

* * *

Caldwell Mfg. Co., Columbus, Ind. Agricultural implements. William A. Stevens, secretary; Given Moore, purchasing officer. Ready again about January 1st.

* * *

Eureka Gas Range Lighter Co., 217 Hudson street, Indianapolis, Ind. H. W. Wusehan, secretary. Interested in: **Card Indexes, Card Systems, Catalogue Cabinets, Check Cabinets, Check Books, Desks, Desk Specialties, Erasers, Furniture, Ink and Ink Stands, Pens and Pencils, Stationery Specialties and Travelers' Expense Books.**

F. G. Gauritt Mfg. Co., 239 Pearl street, Fort Wayne, Ind. Manufacturing and jobbing. J. D. Lewis, secretary; F. G. Gauritt, purchasing officer. Interested in: **Catalogue Cabinets, Filing Cabinets, Ledgers, Letter Files and Trays, Rubber Stamps, Scales, Travelers' Expense Books and Typewriters.** Will be ready December 15, 1907.

IOWA.

Prince Rupert Timber Co., Cedar Rapids, Iowa. Buying and selling of timber lands. C. B. Robbins, secretary.

* * *

Hawkeye Investment Co., Station A, East Waterloo, Iowa. C. M. Allen, secretary. Ready now.

MICHIGAN.

Lake Superior Coso Development Co., Box 40, Hancock, Mich. Mining and smelting. Jacob Jarvis, secretary; John Kushila, purchasing officer.

MISSISSIPPI.

The Peoples' Bank, Frior Point, Miss. J. E. Rogers, secretary.

MISSOURI.

Automatic Bill Board Co., 800 Olive street, St. Louis, Mo. Bill boards. Jno. H. Spannagel, secretary and purchasing officers.

NEBRASKA.

Hastings Automatic Shock Loader Co., Hastings, Neb. Makers of wheat and shock loaders. L. F. Vollmer, secretary and purchasing officer.

* * *

Edmunds Creamery Co., Central City, Neb. G. H. Gray, secretary. F. W. Edmunds, purchasing officer. Interested in: **Addressing Machines, Carbon Papers, Card Indexes, Card Systems, Check Books, Facsimile Letters, Filing Cabinets, Loose Leaf Binders, Paper, Rubber Stamps and Travelers' Expense Books.** Will be ready December 15.

NORTH CAROLINA.

Caswell Cotton Mills, Inc., Kingston, N. C. Hosier & Yarns. W. D. LaRoque, Jr., secretary.

* * *

Carolina Asbestos Mfg. Co., Box 804, Greensboro, N. C., makers of asbestos covering. R. G. Sloan, secretary and purchasing officer.

NEW YORK.

Rochester Reel Company, Rochester, N. Y. Makers of fishing reels. H. C. Carlton, secretary.

* * *

The G. W. Schmid Mfg. Co., 99 State street, Carthage, N. Y. Cough drops and specialties. B. M. Schmid, secretary. G. W. Schmid, purchasing officer. Interested in: **Card Indexes, Card Systems, Copying Presses, Duplicating Machines, Filing Cabinets, Letter Files and Trays, Safes, Show Cases, Typewriters and Typewriter Supplies.** Will be ready January 1, 1908.

* * *

Acme Column Company, 322 North Henry street, Brooklyn, N. Y. Fireproof columns. Interested in: **Bill Lading Books, Blank Books, Bookkeepers' Supplies, Carbon Papers, Card Indexes, Check Books, Desks, Erasers, Fountain Pens, Furniture, Invoice Books, Ledgers, Letter Files and Trays, Manifold Books, Office Furniture, Order Blanks, Paper, Paper Fasteners, Pens and Pencils, Postal Scales, Rubber Stamps, etc.**

OHIO.

The Technical Publishing Co., 510 Caxton building, Cleveland, O. M. A. Lee, secretary.

* * *

Ohio Fire Insurance Company, Mill and Howard streets, Akron, O. Fire insurance. D. H. Evans, Jr., secretary and purchasing officer.

* * *

Byersville Union Coal Co., Byersville, O. W. A. Thompson, secretary. Interested in: **Blank Books, Bookkeepers' Supplies, Cabinets, Carbon Papers, Loose Leaf Specialties and Binders, Stationery Specialties.**

* * *

Mount Orab Heel Mfg. Co., Mt. Orab, Ohio. Makers of heels and shoddy leather. E. V. Upham, secretary. Walter L. Remley, purchasing officer.

* * *

Canton Buggy Co., Canton, O. Buggy manufacturers. Interested in: **Cash Registers and Travelers' Expense Books.** Ready now.

* * *

Wauseon Handle & Lumber Co., Wauseon, Ohio. Makers of handles and hardwood lumber. W. H. Cleveland, secretary. J. M. Cleveland, purchasing officer.

OKLAHOMA.

Kerby-Magfield-Shaw Engineering & Construction Co., Lawton, Oklahoma. General contracting. E. R. Kerby, secretary and purchasing officer. Interested in: **Card Systems, Catalogue Cabinets, Check Books, Check Protectors, Filing Cabinets, Letter Files and Trays, Numbering Machines, Paper Fasteners, etc.** Ready now.

* * *

Hobart Republican Publishing Co., Hobart, Oklahoma. Publishers and job printing. A. W. Ralston, secretary and purchasing officers. Interested in: **Bookkeepers' Supplies, Book Typewriters, Card Systems, Filing Cabinets, Ledgers, Letter Files and Trays, Loose Leaf Specialties and Binders, Stapling Machines and Time Stamps.**

* * *

The Beckham County State Bank, Sayre, Oklahoma.

TEXAS.

Grand Salina Mill & Lumber Co., Grand Salina, Texas. Hardwood lumber. Thos. H. Pury, secretary and purchasing officer. Ready now.

* * *

Cleburne Land Co., Cleburne, Johnson county, Texas. Real estate. Frank L. Deal, Mgr. L. L. Deal, purchasing officer. Interested in: **Bookkeepers' Supplies, Carbon Papers, Novelties, Telephone Brackets.** Began business October 1st.

* * *

Anderson-Lacy Electric Head Light Co., Houston, Texas. Electric locomotive headlights. Harry Holmes, secretary; B. B. Lacy, purchasing officer. Ready now.

UTAH.

The Rich Spice & Extract Co., Salt Lake City, Utah. Spices, extracts, teas, coffees and coffee. Joseph A. Cutler, secretary; Geo. F. Schultz, purchasing officer. Interested in: **Carbon Papers, Coupon Books, Desk Specialties, Manifold Books, Order Blanks, Travelers' Expense Books and Typewriter Supplies.**

* * *

Hills Mfg. Co., 515 S. First West street, Salt Lake City, Utah. Manufacturers of typewriter attachment. Edgar S. Hills, secretary. Ready January 1, 1908.

WASHINGTON.

The Syndicated Deep Mines, 522 Jameson Blk., Spokane, Wash. Managers' office, Republic, Washington. J. E. McFarland, secretary at the Spokane office. Interested in: **Accounting Systems, Carbon Papers, Check Protectors, Filing Cabinets, Paper, Paper Fasteners, Sectional Bookcases, Travelers' Expense Books and Typewriter Supplies.** Started business November 15th.

* * *

Granger Cannery, Granger, Washington. Canning of fruits and vegetables. Will be ready February 1, 1908.

* * *

Beckett Investment Co., 213 Jameson Block, Spokane, Wash. Real estate. J. W. Beckett, secretary and purchasing officer.

* * *

Interstate Real Estate & Loan Co., 303 Columbia Building, Spokane, Wash. Investment, loans. F. A. McMaster, secretary. Interested in: **Bank Fittings, Bank Supplies, Bookkeepers' Supplies, Carbon Paper, Card Indexes, Check Books, Check Protectors, Coin Counters, Copy Holders, Desk Specialties, Erasers, Filing Cabinets, Furniture, Inks and Ink Stands, Ledgers, Letter Files and Trays, Loose Leaf Devices, Manifold Books, Office Furniture, Office Cutlery, Paper, Paper Fasteners, Pens and Pencils, Postal Scales, Rubber Stamps, Safes, Scales, Signs, Stapling Machines, Stationery Specialties, Stenographic Supplies, Time Locks, Typewriters, Typewriter Cabinets, and Typewriter Supplies.**

WISCONSIN.

Fall River Canning Co., Fall River, Wis. Canning vegetables. Ready May, 1908.

* * *

The Florkleen Co. of Racine, Racine, Wis. Chemists—sweeping compound. E. S. Martin, purchasing officer. Interested in: **Accounting Systems, Bill Lading Books.**

* * *

Wisconsin Talc Co., Stevens Point, Wis. Mining and manufacturing. J. G. Gallagher, secretary; E. W. Sellers, president and manager; also purchasing officer.

WYOMING.

Prairie Springs Sheep Co., Raw Hide Buttes, Wyoming. Land and sheep business. R. C. Ord, secretary.

German Exposition Aftermath

Being a Second Thought and Review of the Benefits Derived from the Recent Berlin Business Show.

By Henry Goldman.

(Special Representative of Office Appliances.)

A month has passed since the Berlin Office Exposition closed its doors, and I am now in a position to form a more correct estimate of its results than was possible at the time my previous report was sent in.

With regard to the direct business results secured by exhibitors, it may be considered entirely successful, a large number having obtained very satisfactory returns, and those who have cause to complain may partly blame themselves, as they have not given their exhibit the necessary personal attention it required. It is strange that there are many who still believe that a large space and showy make-up are all that is necessary to render an exhibit profitable, and who in consequence of this false impression place inferior personal attendance into their booths, and thereby sacrifice a good portion of the benefits to be derived from their expenditure and the amount of good which strong personal services would have accomplished. A trade exposition of this kind, in fact any exposition, requires the best salesmanship obtainable, personalities who truly, correctly and enthusiastically represent the interests of the firm, and who are able to receive visitors and customers and give them the treatment they deserve. Many have sinned in this direction, placing unskilled attendants for the largest portion of the day into their exhibits, who could not possibly do justice to the exhibit, the exhibitor, the exposition or to visitors, interested in forming a correct estimate of any article or line exhibited.

The general impression is that the exposition will be repeated during the fall of the coming year, when many mistakes and omissions will be corrected and the results increased to a considerable degree. In fact a general circular has already been sent out by the exposition company in order to ascertain the "feeling" of exhibitors, and particular stress is laid upon the point that the executive committee shall be composed of exhibitors and more directly and accurately represent their interests than was possible in the "maiden effort of the present year. It may be safely stated that the majority of those who exhibited this year will again be represented, and that many who have excluded themselves on account of personal reasons or assumed a waiting attitude, preferring that others should pay the cost of the experiment or the penalty of failure, especially those suffering from chronic skepticism, will be added to the list, so that the two halls of the wonderful Exposition Palace will be filled with exhibits, presenting a much larger and more interesting variety than could be viewed this year.

To the visitor, the dealer and representative who came to view the exposition in order to add new lines to his stock, the exposition was somewhat disappointing, for while Typewriters, Computing Machines, Copying Machines and office furniture were shown in profusion and abundance, smaller devices, specialties and novelties were scarce, and only very few really new and useful things could be found. More satisfactory the exposition must have proved to the office man and woman, the "Bureauler" and "Bureaulese," new terms coined by me for this class of humanity, who, not reading the trade papers and being confined to their offices all day long, have less opportunity to learn what is going on in this important branch of human effort, and to whom many of the exhibits came like a revelation, filling them with admiration and appreciation. The only pity being that these were so scarcely represented, and that the proper means of attracting them in large numbers were sadly neglected. The experiment of reduced rates for exhibitors, giving them an opportunity to invite their friends was tried too late to do much good.

In my previous report I could only refer to the first principal typewriter contest, which had been held and in which the Smith-Premier came out as victor. In the final contest for the "championship of Germany" the Kanzler Typewriter, through its remarkable representative or writer, Mr. Max Oeburg, secured the first prize, and as American typewriters were hardly represented, it is only proper that the highest honors should have fallen to a German machine, unquestionably the most unique and original manufactured on this side of the Atlantic. How much of this success should be accredited to the machine itself, its construction, strength and durability, we are unable to determine.

The self-exclusion of American machines from the exposition and the consequent prohibitive measures taken by the exposition management to "fine" those who wanted to take part in the typewriter contests, by fixing the entrance fee of these typewriters and participants from Mk. 100 to Mk. 250, has been the subject of considerable discussion, pro and con, in which I naturally take the American side.

It has been claimed that American typewriters could have secured the lower admission rates of Mk. 3 by occupying one square meter of exposition space, but as the American typewriters remained away as a matter of principle this argument did not appeal to them. Besides it could hardly be expected that, for instance, the Remington Typewriter would be shown in a space of ten square feet, when many less known and used machines occupied ten times that surface.

It was asserted that as the typewriters who exhibited have made the exposition and spent their money to produce it, it would not be fair to give outsiders the benefits of these efforts and expenditures, without special compensation. But this position is also not entirely correct, as many other lines of business had contributed their share to the making of the exposition, who are not directly interested in typewriters and that the typewriter contests, consuming only a few hours of the ex-

REPRESENTATIVE BOOTHS AT THE RECENT BERLIN BUSINESS SHOW.

position period, had practically nothing to do with the exposition itself, in the direct benefits of which the participants could not have possibly shared, and that a broad and liberal treatment of all machines would have helped the exposition much more than the exposition would have benefited the contestants. These contests, conducted on a large scale, would have brought hundreds of visitors to the exposition who before and after the time set for these contests would have filled the Exposition Hall.

"O, judgment, thou has fled," etc.

It is true that Mk. 250 could only have been paid by the respective company, but many a poor but skillful typist would have contributed his Mk. 3 to take part in this peaceful battle, to win distinction or a prize, or both, and the sight of the large hall filled with typewriters of all kinds and both sexes would have attracted thousands of friends and visitors and filled the exposition to overflowing. Besides the participation of all typewriters and of the leading "systems," which have created the typewriting profession, would have greatly increased the value of the distinction won, and as the leading American typewriter companies wanted to participate, they should have been welcomed, if for no other reason than to pave the way for a better understanding, which seems to be desired on both sides. I feel that the exposition has failed here to play its strongest card.

Lastly the fact should be referred to that the conventions which were mentioned in the program did not take place, and that lectures were few and not well attended. This is not mentioned in a spirit of fault finding but with the ardent desire that the next Berlin Office Show will make a better showing. Serious and well-meant criticism is much better than flippant and superficial flattery. Truth cannot harm a good cause, and we believed in the good of the exposition from start to finish.

The exposition gave to exhibitors an opportunity to become acquainted with each other, and strong competitors had an opportunity to exchange their views and arrive at a better understanding. The methods and characteristics of the different exhibitors could also be studied from direct observation, and no doubt many valuable lessons were learned and hints for future efforts were given. As far as the visiting public was concerned it may be described as highly intelligent and strongly interested. And it was a great pleasure to meet, shake hands and become personally acquainted with the leading men of the office supply line, men I have partly known by name or reputation, who came here from London to Budapest and from St. Petersburg to Barcelona to receive new ideas and impressions. I have also been able to notice a strong interest in Office Appliances, a thorough appreciation of its magnitude and merits, a general and widely diffused interest in things American and a common but uncommon desire and ability to speak the English language. The names of visitors of prominence would fill a long column, and as I do not wish to exhibit any partiality, I abstain from mentioning any names.

The year drawing to a close may be regarded as a successful one in our line, as far as Germany is concerned. With the exception of large strikes in a few of the leading factories, which somewhat hindered or decreased the output of these concerns, the public responded liberally to the offerings made. New Typewriters, Calculating Machines, Copying Machines, etc., were added to the list of those previously introduced, and the majority of them have not been denied the encouragement, which is best expressed by the brief but significant word "orders." The "American visitation" as far as typewriters are concerned, seems to be welcomed more and more, and even that trade journal which has so fiercely attacked these American interests now strongly asserts "that the continental supply of typewriters, for a long time to come, must be covered by American and German manufacturers." Another American visitation which affects European conditions more severely is the demand for European gold in order to overcome the financial panic from which the United States is now suffering and which has affected European exchanges and financial centers in a very unfavorable manner, driving the rate of discount of the German Imperial Bank to 7½ per cent, the highest known in many years. It is to be hoped that matters will soon improve on both sides of the Atlantic and that the favorable commercial and industrial conditions which Germany has enjoyed for the past seven years will continue.

ENTERING AND ACKNOWLEDGING ORDERS.

By W. H. Myers.

As there is always liable to be some misunderstanding in regard to the minor details, or tools to be furnished with machine tools, unless care is taken, the following plan will serve to prevent such misunderstandings.

When an inquiry is received, and in making quotation all details of the machine are specified and included. It sometimes occurs that before the order is finally placed, there are several changes, to meet the special requirements of the inquirer, so, when the order is received, it is given a number, and the machine symbol inserted in the proper place, and an acknowledgment is made out on the typewritter, covering all the details agreed upon in the correspondence, a copy of which is sent to the purchaser, which will show him how the order is understood by the manufacturer, stating the price, including all the "extras" that are required. This saves a lot of future correspondence, in almost every case, and always forestalls any misunderstanding, which are annoying and often costly, after the machine is started or finished.

A carbon copy of this acknowledgment is sent to the engineering department, so that they may understand just what is required with the machine, and enable them to get out the drawings for the pattern shop and see that the machine is started in time to meet the delivery promised.

Another copy is sent to the Foreman, in order that he may have a complete record of all orders, with time of delivery, so he can have all the outside material ordered, and get the machine out on time.

Another copy is sent to the Traffic Department so they may also have record of orders and dates of delivery to enable them to have the necessary boxes, skids, etc., ready when the machine has been tested, as well as the necessary railroad equipment.

These blanks should be exactly alike, with the exception of one, which should have the additional place for the price and terms.

By the use of these blanks, every department as well as the purchaser has an exact copy of the order, and this prevents any errors, as will sometimes come up.

This method has been used by a large manufacturer of heavy machine tools, with good results, and can be adopted by almost any other line of business.

SUCCESSFUL FINANCIAL ADVERTISING.

A New Book Worth While.

Many writers have tried to give the banking fraternity a practical book on financial advertising, but in most every instance they have failed. It is therefore pleasing to know that a book will soon be ready which will cover every phase of the subject thoroughly.

This new treatise will be entitled "Bank Advertising" by E. St. Elmo Lewis, advertising director of the Burroughs Adding Machine Company, Detroit, Mich. The publishers are keenly enthusiastic over the possibilities of this new work, because they are cognizant of the fact that the book has been written with the same degree of thoroughness and based on the same result producing principles which have made the Burroughs advertising campaigns so successful.

There is no book on the market today which completely covers the field of financial advertising. This new work will stand as the most elaborate production on this important subject. The best of the other books are little more than compilations of scattered ideas accompanied by a few examples of "ADS" which in many cases are violations of most all the principles of advertising.

The scope of the book is very broad and it will serve every one interested in this special field. It will be invaluable to the country as well as to the city banker. It is a book that goes into the solution of the publicity problem in a logical, practical way. It covers every conceivable situation both rural and metropolitan. It gets right at the roots of the matter of placing the advantages of the bank before the public in a most forcible manner. The chapters are full of advertising suggestions in the way of critiques on good and bad copy which accompanies the criticisms.

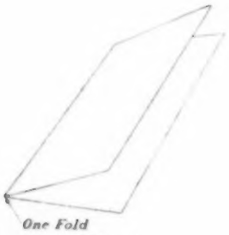
The publishers are pursuing a novel plan in the sale of the work. They will take your order now on receipt of $5.00 and send you the book just as soon as it is ready which will be about the first of the year. On receipt of the work, if it does not come up to the expectations of the purchaser, it may be returned and the money will be refunded. The first edition, it is claimed, will be governed by this advanced demand, which has already surpassed all expectations.

In seeking the agency for an office appliance, the dealer should look carefully to the demands of his trade and then secure such ideas as will be appreciated by it and sell easily and profitably. There would be no sense in trying to sell a heater in the tropics or an electric fan in the arctic. The same is true in the same measure regarding office appliances according to territory considered.

Automatic Circular Letter Folding Machine

Small Machine Does Wonderful Things and Has Proven a Success for the Quick Handling of all Sorts of Correspondence.

This is a commercial age. Competition and the necessity to accomplish in the least possible time, with sacrifice of the least energy and labor, with the least expense, makes it a fruitful era for inventive genius. The present day conduct of business, therefore, requires office labor saving devices that will facilitate the work, systematize it, and do it at the lowest possible cost. This magazine bears testimony to the fact that new devices are invented and marketed practically every month. We are never surprised, in a measure, when new, clever and wonderful devices are called to our attention, as the American habit now anticipates them.

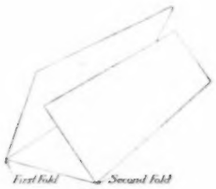


NO. 1.

Strictly mail order houses and mail order departments of many business institutions, have come into existence and are successful. They need no introduction here. These decided successes have come about through conducting such business by mail, and that requires advertising matter of every description. A branch that has come into decided favor, and now used more or less by all business houses, is the circular letter, whether printed with a printing press or some duplicating process. Go to any well known business houses and one finds in use large quantities of printed matter in note, letter and legal sizes, or a trifle smaller or larger than the commonly used standard sizes.

The old methods, and particularly the new methods of conducting a systematic business, bring along, very necessarily, many office forms. These, too, usually are printed in standard sizes, or close to them. All such matter that is mailed (and trillions of copies are every year) must first be folded. What are known as standard folds are commonly used, and these are then inserted into standard size envelopes, known as small and large. For a long time the problem has agitated business houses how to fold them quickly, accurately, with the least labor, time and expense. The method in vogue has been to fold such matter by hand. This is unsatisfactory and not in line with other up-to-date ways of doing things. Hand folding is as old as are human hands and the invention of paper.

The folding by hand means the employment of help, the number depending upon the quantities a business house has to fold, frequently running up to several dozen operators—occasionally fifty to 100. The employment of such operators, making changes, taking care of them in every way, is no easy task. As simply employes, to begin with, it means a large expense; so much so, that circularizing is not carried on as extensively as it would be if such business houses knew of a method that would greatly lessen the number of hand folders, and particularly the expense. A corps of operators require space, and that usually means considerable rent—another expense. There are many inconveniences, annoyances and delays incident to this, too numerous to mention here.



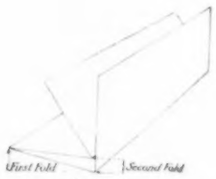
NO. 2.

The A. B. Dick Company of Chicago and New York, the well known manufacturers of the Edison Mimeograph and Supplies, have solved the problem of such folding—in the every day vernacular, they supply "a long-felt want." With the growth of circularizing they have seen the necessity of inventing an Automatic Circular Letter Folding Machine that will save space, time, labor, help, trouble, varied expenses, greatly increase the capacity, and remove the general contentions of the past. It is purely automatic and is operated by hand power or motor power. See illustration.

This device is really a wonderful invention—it is almost human in the work it does. It was specially designed for office use by any business house that has small or large quantities of printed matter to fold. It is handsomely and perfectly made—best materials and labor are procured. It has passed the experimental period. It has received the severest tests possible by many lines of business in various parts of the country. Its wearing qualities have surpassed their expectations. Many unsolicited testimonials bear testimony to this. Upon examination one is surprised at its simple construction, how easily and quickly the adjustments are made, and how easily taken care of and operated.

It is a marvel of an office device. In size it is but a trifle larger than an ordinary size typewriter. Its weight is such that any man can remove it to wherever desired. No special furniture is required, as it can be operated on any office stand, table or desk. Any one, by reading their complete instructions, can easily operate it. They supply specially made motors, at a very reasonable cost, so it can be run in connection with electricity supplied by the same current that supplies electric light to an office.

They manufacture two styles of machines, a Number 1 and Number 2, each making its own individual folds. They will fold any weight paper commonly used—thin, medium, heavy, smooth or rough. The sizes they will fold are fixed limits, being somewhat smaller and larger than the commonly known sizes of note, letter and legal. A package of paper is simply placed on a receiving bed, a few simple adjustments made for whatever size paper one desires to fold, and then turn a crank, or turn on the current if a motor is used, and the machine will do the rest, feeding automatically, and stacking the sheets consecutively and accurately on an attachment that holds many folded sheets. The speed at which it folds is something that immediately attracts one's attention. It will fold eight times as fast, and perfectly, as experts can fold by hand. This means that one person in one hour can fold as many circulars as the same person can fold by hand in eight hours.



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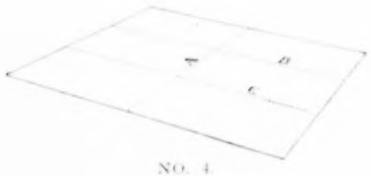

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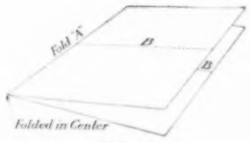

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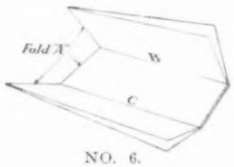


NO. 6.

The room that one machine and its operator occupies is very small, as against the room required for eight persons. The maximum cost of folding with the No. 1 machine is three cents per 1,000 sheets, while hand folding costs from 20 to 30 cents per 1,000. On the No. 2 the cost of five cents per 1,000 as against thirty cents to forty-five cents per 1,000 by hand. A machine very soon pays for its original cost. It will fold millions upon millions in ten years or more. It does make money. It commends itself to any progressive house having folding to do.

The Number 1 machine is, in dimensions, only 17 inches high, 19 inches deep, and 16 inches wide. This machine takes sizes from 4x5 inches, to 10x16 inches, for small and large

size envelopes. It will make a one-fold, two-fold and double parallel folds. See illustrations Numbers 1, 2 and 3. Its speed is from 6,000 to 7,000 per hour, depending on the quality of the paper used. It is specially adapted for folding circulars (small and large), price lists, statements and other forms.

The Number 2 machine is, in dimension, only 16 inches high, 18 inches deep, and 20 inches wide. This machine makes three-folds

NO. 7.

ready for the usually used No. 6 or No. 6½ envelope. See illustrations Numbers 4, 5 and 6. Circular letters are generally folded in three folds, so that this machine has the greatest demand or sale, as practically all business houses have such letters and office forms to be folded. It does the work remarkably well. It will fold in three-fold sizes from 7½x10 inches to 9x12 inches, thus embracing about all circular letters commonly used. The speed is from 4,000 to 5,000 per hour. With an ingenious attachment this same machine will also make a two-fold of circulars from 3x7½ inches to 6x9 inches. See illustration No. 2. It will do this at a speed of from 5,000 to 7,000 per hour. With still another attachment it will also make

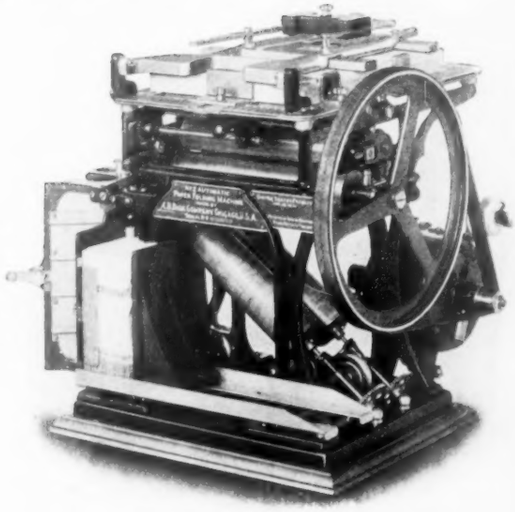
NO. 8.

a square or colonial fold or sizes from 7½x10 inches to 9x12 inches. See illustrations Numbers 7, 8 and 9. This fold is mostly used for foreign correspondence. The speed it the same as for three-folds.

The manufacturers cordially invite an in-

NO. 9.

spection of these machines at their general offices and factory at 161-163 West Jackson boulevard, Chicago, or at their branch office at 47 Nassau street, New York City. They have a very liberal proposition of sending machines on approval, for a limited period, to responsible business houses, so that they can



AUTOMATIC CIRCULAR LETTER FOLDING MACHINE NO. 2, SHOWING MOTOR POWER.

thoroughly test the machines in their own office, with their own circulars. They are well worthy of every investigation and test.

The "Flinn" Copy Holder

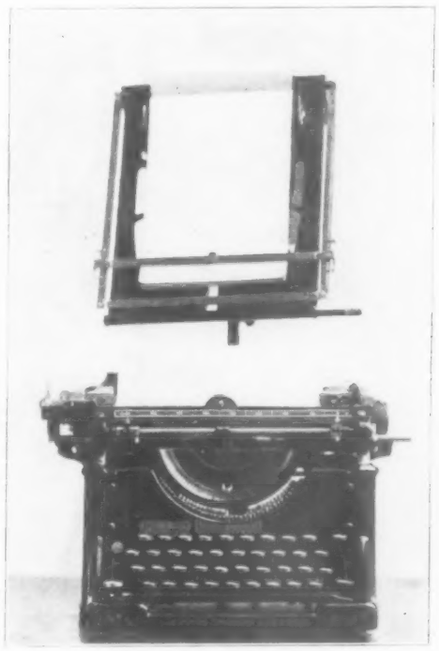
The "Flinn" is a new stenograper's copy holder which makes the typewriter complete. When it is attached it looks as if it belonged on the machine and removing it seems like taking away some of its essential parts.

Some copy holders have been failures because they have not been adjustable to carrying all the stenographer's work.

In the speed contests the holder is of course considered a necessity. But why? Simply because it saves time. If you should sit down and watch a stenographer transcribe her notes you will be convinced that a large amount of the time is consumed in finding the place and reading the copy. This new device will save 25 per cent of the time now wasted and will enable the typist to do much better work, since it will save her strength and eyes.

This new device may be attached to any machine. It is very simple in its construction and is easily and quickly adjustable. It comes with a separate pedestal and may be placed on a desk or table. The position of the "Flinn" when it is properly adjusted is directly in front of the eyes. It may be raised or lowered or turned to left or right. If the light reflects from the paper the holder may be adjusted at any angle so that the line of vision will be most advantageous.

From the cut it may be seen that most any size of book may be put in the holder or one to four note books may be placed on top of each other in case of having rush letters or special work requiring it. These books are securely held in place by the "liner," a bar which slides up and down the copy. This feature is a great advantage, as the copyist can find her place at once. Another special feature of great value is the two little hooks near



FLINN COPYHOLDER.

the top of the holder, which are for the purpose of fastening separate sheets of paper. When these are not wanted, and they may be used for a number of purposes, they may be moved back out of the way.

On the back of the holder is a spring so adjustable that it will take any number of sheets of paper and hold them securely back in position. This eliminates all the troubles coming from the wind blowing the copy off the holder, and it holds the copy firmly in position. At the bottom of the holder is a pencil rack which is very convenient and almost indispensable.

This holder may be removed very easily from the attachment on the machine, so that the machine may be covered or deposited in a drop-desk. The price is a little more than the other holders on the market, but the superior features make it well worth the money.

Copy holders save time, the eyes, temper, energy and the abnormal development of the body of the typist. There is no reason why they should not be universally used when one is found which is satisfactory in every particular. From all points of view it would seem that the inventors of the "Flinn" have taken every essential feature into consideration and there is no reason why the device should not be welcomed by the trade. The inventor, Mrs. L. M. Flinn, is a practical stenographer of long experience and she has aimed to make the device suffice for every purpose. The goods are manufactured in Chicago for the Flinn-Wilder Company, Dallas, Tex., the sole proprietors.

The office appliance salesman who works because he has to is not the one that is some day taken into the firm. The man who works because he has to is not of the highest value to his employer, and at the same time is an enemy to himself.

HERE, THEN, IS

This reprint from Printers' Ink of December 11th, is a remarkable testimonial to the efficacy of Office Appliances as an advertising medium. There are approximately 1,500 words devoted to telling how and why the results were achieved; four pages in explanation of a huge accomplishment. Unusual? Extraordinary? All these, yes. And without solicitation or knowledge of the management of Office Appliances, the publishers of which take this occasion of expressing their appreciation to the publishers of Printers' Ink. No thought of thanks, however, entered the mind of the writer of the story. He merely saw that an exceptional thing had been done and, in line with its news matter, should be mentioned.

The results obtained from the advertising were remarkable. No doubt the largest ever secured from any advertising by any trade paper, but while the largest in volume, Office Appliances holds commendatory letters from many manufacturers who speak in equal praise of the results of their advertising in the publication. But aside from the mere volume of business the "Secor story" shows another side of Office Appliances of interest to manufacturers. It demonstrates plainly the comprehensiveness of the circulation of the magazine. A large majority of the replies come from the Commercial Stationery Dealers, a branch of the trade in which this publication also stands in high esteem. Benefits from advertising in Office Appliances are spread out over all branches of the field. If they were all as big as this one, the magazine would be unable to handle the business.

This free-will offering from Printers' Ink at this Yuletide season is most kind. It bears out what has been said in person by every repre-

PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.
ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.
VOL. LXI. NEW YORK, DECEMBER 11, 1907. NO. 11.

RETURNS ALMOST ONE THOUSAND-FOLD.

A TYPEWRITER THAT CANNOT FIGHT OFF POPULARITY—ADVERTISING TO DEALERS, IN ONE MEDIUM, BRINGS RETURNS FROM THE ENDS OF THE EARTH.

It is said to be a difficult proposition to sell a new typewriter because a new machine is looked upon as an experiment, but the successful launching of the new Secor visible writing and billing machine proves that the right kind of advertising will do it.

There are three things in the advertising campaign of the Secor Typewriter Company of Derby, Connecticut, which established it as one of the most remarkable in advertising history. They are: first, the extraordinary results; second, the insignificant cost; third, the striking efficiency of the medium.

The campaign was planned to reach the typewriter dealer, and was begun the latter part of August, 1906. The first move was the mailing of a perfectly matched fac-simile letter, accompanied by an eight-page booklet, to a list of typewriter dealers.

The letter announced the machine as perfected and named five or six special features it possessed; told who invented it and what his reputation as a mechanical engineer was; called attention to the accompanying booklet, requesting a careful reading; and stated that territory was in process of allotment.

The booklet was entitled "Some Pages from the Book of Progress, a leaf turned down for *you*," the corner of the cover being turned down revealing the trademark on the third page. A very handsome, perfectly printed photograph of the machine occupied the second page. The text was confined to tersely describing nine points of superiority possessed by the new machine.

Following this preliminary announcement a descriptive article was prepared and appeared in the October issue of *Office Appliances*, the typewriter trade journal published in Chicago, and in *Geyer's Stationer*. A page advertisement was placed in the same issue of *Office Appliances* and a half page in *Geyer's Stationer*.

Each month following a page space in *Office Appliances* was taken. No other advertising to reach the dealer was done, except the demonstration of the machine at the National Business Shows in New York and Chicago. The business shows proved highly profitable, but largely from the typewriter user, rather than from the dealer standpoint. The advertising brought the dealer to the shows, but, with one or two exceptions, all accepted business was contracted for with dealers who did not attend the exhibitions and was therefore wholly due to the advertising. The business came with a rush so that it was impossible to accept further business resulting from the shows.

During the twelve months the page advertisements have been running in *Office Appliances*, more than $500,000 worth of business has been accepted and approximately $2,000,000 worth of additional business has been offered, which the company has been unable to take care of until manufacturing facilities can be increased.

Considerably more than five hundred applications for the agency of this machine have been received in response to the twelve advertisements. Of these, eighty-five were from foreign lands, representing twenty-two different countries. Every State, territory and group of possessions of the United States is represented, and there is perhaps not a city in the United States supporting a typewriter dealer which has not been heard from.

One of the advertisements pulled a man from Mexico City to the factory; he preceded his visit by a telegram to hold the territory until his arrival. One man came from San Francisco, and another from Dallas, Texas. A dealer in India (one of the largest, if not the largest in that country) cabled a representative who happened to be in New York State to visit the factory. A contract was made in each instance.

As a result of these twelve advertisements, the company has created a dealer's demand of approximately one hundred machines a day.

The cost aggregates six hundred and seventy-three dollars and twenty cents.

The company has never had a salesman out nor spent one cent

(*Continued on page 6.*)

SECOR

Revolutionizing Ribbon Results

The **Secor Standard Visible Writing and Billing Machine** is the *first* and *only* typewriter to solve the problem of securing uniform work from a ribbon. It is the only machine on which the ribbon *never moves except when the type-bar prints*. It does not move when the carriage is returned, nor when the space bar is used, nor when the **decimal Tabulator** is operated, nor when the **back space key** is brought into action—it moves only when the type-bar prints.

If the ribbon moved with the space bar, or the carriage, there would be some part of the ribbon *unused* each time a line was written. Then when the ribbon reversed itself (as it does automatically on the **Secor**) and started to wind the other way, the type would strike, from time to time, parts of the ribbon theretofore unused resulting in heavier inking for some of the words or letters, thus preventing uniform work. Every typewriter user has noticed this on typewriters without knowing the cause. It has been one of the unsolved problems of typewriter construction.

The **Secor** is a ribbon saver too, for the ribbon always moves at the *same speed* whether winding on an empty spool or a full one—a result accomplished for the first time in typewriter building. It moves a distance equal to the width of the type face each time—and it always *moves*—so that the ribbon can never be worn full of holes.

The **Secor** keeps the ink *evenly distributed* in the ribbon and prevents its drying out, as the ribbon is constantly *under pressure* between two rolls. The pressure is just heavy enough to keep the ribbon fresh and moist. This is another feature of the many mechanical triumphs embodied in the Secor.

You, as a dealer, will find it profitable to sell the **Secor** since not one of your competitors can measure up the the standard you can set, for this *revolutionizing ribbon result* is but *one* of the extraordinary features of "*the fastest typewriter ever built.*"

The SECOR Typewriter Co.
17 Hanover Ave. Derby, Conn. U.S.A.

THE EVIDENCE

sentative of the paper, by the paper itself in the editorial and news columns, and by letter and circular. Surely, it will not need any further proof.

The fact that one of the advertisements carried by the Secor Typewriter Company pulled a man from Mexico; led one across the continent from San Francisco and awakened the interest of a gentleman in India, should convince one, first, that Office Appliances does penetrate the four corners of the earth; and, second, that it is read by the most enterprising dealers in every branch of the business.

The statement made in the "Secor story" that the advertisement must be well written in order to pull, is correct. Good "copy" is as essential to advertising as albumen is to the human body. The successful campaigns of recent years clearly show this. But do you ever stop to consider with what care, skill and thoroughness the advertiser selects his medium? A prominent dealer in St. Louis, said to the writer the other day that he never permits a piece of copy to get into a publication without absolute proof that the publication really reaches the class of people to whom he appeals. Mere dicta by the publishers is not enough; investigation must demonstrate it.

Know the publication; be sure it covers your field; then go to it, the same as did the Secor Typewriter Company. There is nothing like looking through your own glasses; the other fellows generally are hazy, dim or too greatly magnified. But put on your own and see for yourself. You may not be able to see so far as the other fellow or so much, but you will see enough—all that your glasses will hold.

Office Appliances, "first in the hearts" of the readers and manufacturers, is your opportunity.

to secure business except the amount represented above; that spent for its catalogue and booklet, and that spent in the business shows.

The showing is phenomenal for the medium, *Office Appliances*. It seems to penetrate every nook and corner of the world where typewriters are sold. This is the more remarkable when it is remembered the publication is printed in English only. Yet applications have been received from several points in Russia, from Norway, Sweden, Holland, Switzerland, France Italy, Germany, South and Central America, Mexico and other lands.

Only a part of the effect of the advertising is shown in the results. A hundred or more letters have been received by the company directly commenting on the character of the advertisements. A Chicago man wrote: "As far as my observations extend, no such complete and convincing statements concerning a typewriter have ever before been presented to the public."

A Portland, Ore., stationer wrote: "I have just read a very remarkable advertisement of yours. I may say the advertisement itself possibly is not remarkable, but the machine it is advertising certainly might be classed in that line. I am not at present a dealer in writing machines, my principal lines being blank books, office supplies and general stationery, but from your advertisement I believe I would like to get hold of your machine."

In two instances successful dealers handling well-known machines offered to contract for the Secor before seeing it, accepting it wholly on the advertising and catalogue, and giving up the machine they were successfully selling.

A very large percentage of the correspondents expressed the positive conviction that "the Secor is the best machine on the market." Thus the advertising was more than publicity. It was constructive, and has established a reputation for supreme superiority for the machine.

The idea carried out has been to confine each advertisement to one feature—one idea; to set forth a premise and prove a conclusion by irresistible logic; to make no statement that could not be demonstrated on the machine; and to tell the truth in a convincing way.

The campaign was planned and all the advertisements were written by the company's advertising and sales manager, C. H. Woodward, who has recently become associated with the Bates Advertising Company in their "One Best Dealer" department.

"One of the pleasing things in this campaign," said he to a PRINTERS' INK representative, "has been the frank expression of the men we were trying to reach. These expressions served to prove the effectiveness of the ideas; the plan of exhaustively describing one feature only in an advertisement. We got a man's interest at the start and gripped it tight, month after month, adding conviction to conviction, until he felt qualified to say positively that the Secor machine could have no serious competitor.

"The advertisements have been full of information. They told how each particular feature being described, worked: the principle involved; wherein it was different from other machines, and why it was better. They were so written as to make the reader say to himself, 'that's so.'

"One of the successful elements of an advertisement to chain the interest of the reader, is the element of surprise. To illustrate: One of the series was entitled 'Revolutionizing Ribbon Results,' which by the way brought a long letter from Mitag & Volger, the largest ribbon manufacturers in the world, congratulating the company on its wonderful achievement in the ribbon mechanism of the Secor.

"This advertisement called attention to the fact that uniform work from a ribbon was impossible with any machine until the

(*Continued on page 8.*)

invention of the Secor. It told why. It is safe to say that not one man in a thousand ever thought of that, or if he did, had never figured out the reason. It is a very simple proposition when the principle is explained, and the effective part of it is that the reader instantly made a big discovery. He saw that something had really been done; that the Secor was a big step in advance in typewriter construction. All that had been said in previous advertisements was immeasurably strengthened in his mind and he was prepared to accept and believe anything reasonable that was said.

"This campaign proves that space in a publication is a veritable gold mine, if the advertisements are properly written. But the advertiser must dig for the gold. An advertiser is a farmer. His advertisements are the seed he sows from which he hopes to harvest a crop of dollars. When the farmer plants his corn, if the grains are lifeless, there is going to be no crop. When he sows a bushel of wheat he expects an acre of yield—twelve or fourteen bushels. Advertisers will sow lifeless seeds and then blame the medium because there are no returns. And the advertiser thinks he is as wise as the average farmer. But is he?"

THE WHOLESALER'S PROBLEM.

The H. B. Claflin Company, is one of the largest importing and wholesale dry goods houses in the world. Its building in New York occupies an entire city block and contains acres of floor space. D. F. Daly, who is in charge of the firm's advertising, recently had a talk with a PRINTERS' INK reporter.

"Our advertising," said Mr. Daly, "is necessarily different from the department store style. Where they sell one piece of goods to a customer we sell dozens of pieces. Where they hold a ten thousand dollar special sale we may hold a million dollar special sale. They deal principally with the woman, who keeps in touch with prices through the various advertisements in her daily paper and compares notes in this way; we deal with the retail merchant who knows the state of the market as a part of his business, and can say, with more or less certainty, when a particular line of goods is at the right price. The department store customer is influenced in purchasing, for her individual needs, solely by her pocketbook. Our customer, when buying, is governed by general conditions; he must buy to suit varied tastes and be able to compete in quality and price with his rivals and make a profit.

"Two points must be brought out strongly in our advertising. First is a clear, short description, illustrated where possible, of our various lines and the prices of same. We use no glowing adjectives in describing an article. Second, in an ad dealing with garments the cuts must be large and clear enough to show every detail, and in sending out card samples of dry goods, ribbons, etc., the piece of goods attached must be large enough to show just how that piece of goods will look in the piece. We cut up enough material for these sample cards and circulars, in a short time, to stock a retail store.

"Our advertising must assist our salesmen, on the road, in making sales and at the same time influence the visiting buyer to call and see us.

"We use space in trade publications like the *Dry Goods Economist;* and in advertising a special sale, where we want to turn goods over quickly, we talk to the local and visiting buyer through the metropolitan newspaper. This newspaper space is supplemented by special circulars. At certain seasons of the year we will often use several full pages, in one issue, in different trade papers. We run a business card continually in the New York *Commercial* and the *Journal of Commerce*. We have taken full pages in papers during the holi-

OFFICE APPLIANCES

A MONTHLY JOURNAL

DEVOTED TO THE INTERESTS OF MAKERS, SELLERS AND USERS OF OFFICE DEVICES AND SUPPLIES, COVERING THE FIELD OF ADDING MACHINES, TYPEWRITERS, TIME AND CASH RECORDERS, LOOSE LEAF SPECIALTIES, PAPER GOODS, OFFICE FURNITURE AND FIXINGS. OFFERING A MEANS TO GUIDE THE MANUFACTURER, OFFICE APPLIANCE DEALER, COMMERCIAL STATIONER, THEIR SALESMEN AND REPRESENTATIVES, AND REPORTING NEW INVENTIONS IN THEIR RESPECTIVE LINES.

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NEW YORK OFFICE: 1901 Tribune Building
H. E. ROBBINS Eastern Manager
FRANK RUTHERFORD Special Telephone, Beekman 5367

SUCCEEDING AND EMBODYING
TYPEWRITER JOURNAL AND OFFICE SYSTEMS (New York)
THE OFFICE APPLIANCE JOURNAL (Chicago)
TYPEWRITER TRADE JOURNAL (New York)
THE OFFICE (Franklinville N. Y.)
(The purchase of other suitable publications will be considered at all times. Correspondence solicited.)

MEMBERS OF
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Chicago Trade Press Association
Chicago Advertising Association
Chicago Stationers' Association
Chicago "Boost" Club
New York "Boost" Club
Stationers' Association of New York

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ANYONE WHO IS NOT A SUBSCRIBER TO THIS PAPER AND WHO WANTS TO FORM A JUDGMENT AS TO ITS VALUE, WILL RECEIVE, ON APPLICATION, REGULAR COPIES OF "OFFICE APPLIANCES" FOR THREE MONTHS AT 25c POSTAGE PAID

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ADVERTISING RATES, $2.20 AN INCH

Column wide, per issue for regular issues. Time discounts quoted on application. The publishers reserve the right to reject advertisements. *No advertisement taken for less than two inches.*

Readers in Any Part of the World Who Wish Advice on matters pertaining to their line who wish to be informed concerning manufactured articles or who desire to increase the range of their business, are invited to make their wants known to the publishers of "OFFICE APPLIANCES" with the assurance that their inquiries will receive prompt and careful attention. If they desire catalogues or price lists on any line or if they wish to secure the names of responsible manufacturers in any branch of the office appliance industry the required information will be furnished **WITHOUT CHARGE** by our **INFORMATION BUREAU.**

"OFFICE APPLIANCES" is absolutely independent and open to all. Its policy and ownership is vested in no other person firm corporation or association except the undersigned. We court a fair discussion of all trade matters and topics of interest to the industry. We will gladly print opinions and answer questions to the extent of our ability. The mission of this journal is to offer a medium for the exchange of ideas which will constantly improve conditions as well as keep those interested in touch with each other. If you know the publishers write them and offer your suggestions. If you don't know them, write anyway.

Communications invited from practical men.

Live topics solicited at space rates.

Correspondents must give their full name and address, not necessarily for publication, but as a guarantee of good faith.

Unused manuscripts will not be returned unless postage to cover accompanies same.

THE OFFICE APPLIANCE COMPANY
GEO. H. PATTERSON President
EVAN JOHNSON Secy-Treas.
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EDITORIAL

THE PRESIDENT'S MESSAGE

PRESIDENT ROOSEVELT, in his message to the Sixtieth Congress, declared, without evasion, for an elastic currency with the provision that there be recognized the need for a safe and secure currency. He also went on record as favoring the postal savings and guaranteed banks idea. Both of these proposals should meet the wishes of the banks for two reasons: First, a more elastic currency has been uppermost in the minds of financiers for many months; and second, the savings of farmers and small business men, who have been afraid to risk their deposits in banks, will be thrown back by the government into the banks and guaranteed by those banks that voluntarily enter into the scheme. This last should be welcomed by financial institutions, as they will have access to a portion of the moneys heretofore found nestling in old stockings and mattresses.

This message comes as "the last voice" to those who have earnestly desired something to restore confidence. It may be said, to insure the timid and weak, that after all the Federal Government is back of it. This being true, the time is now to rejoice. For banks have for several days been meeting pay rolls with currency; their legal reserve has been strengthened; and deposits have assumed an enormous total in view of the panic. In commerce, there is the same assurance. The railroads are resuming their construction work; manufacturing plants are restoring their working force, and retail businesses reporting the largest sales for this season in many years.

The stringency is pretty nearly over. Confidence is again on the wing. Is it not fair, then, to assume and to assure all that 1908 should bring even a greater volume of business than 1907? The times at this moment presage it. Actual transactions warrant it. Why not believe it?

A YULETIDE SYMPOSIUM

OFFICE APPLIANCES extends greetings to all at this, another Christmas. In doing so there is a deep appreciation that the blessings, the opportunities and the rewards of the present year have not come to all alike. Some have become richer than others; there are those who have had opportunity thrust their way, those who have achieved it, and those who have passed it by; and there are some, no doubt, whose hearts have been piqued because of an insufficiency in reward. But, withal, have not the blessings been pretty well distributed? The executive department may not be able to scan a total volume of business or a net profit so great as in the previous year; but perhaps a decreased volume of business means an increased quality of business; perhaps the accounts are stronger—less delinquency and more reserve; and most probably the line of product is better known and more widely used. The employe in the plant may feel chagrined that the scale of wage has not advanced and the hours of labor reduced; but likely greater skill has lessened effort in the twelve months, possibly the heads of the concern have established mutual benefit associations, provided more hygienic and sanitary work shops, and advanced a step in instituting cooperative measures. The salesman out on the road may not himself have sold so many goods as the year before; but a more efficient sales organization perhaps has minimized his labor; advertising aided more in selling his line, and transportation service afforded greater comforts and conveniences. We believe that in the aggregate the law of compensation will not be found wanting. At least, we may console ourselves that the worth and character of the individual is a constant quantity and that we are pulling together to make personality in business equal to business itself. Your symphony is our symphony. Your ideal is our ideal. With this we wish for you all that is humanly possible at this Yuletide.

MEASURE OF ADVERTISING VALUE.

THE ADVERTISING VALUE of any publication depends solely upon its regular subscription list and the influence it wields in the field it covers, both of which come through established prestige. This is not built up in a day nor a year, but is an asset acquired only by gradual process as it proves its worth to the readers.

Manufacturers making a choice from the mass of advertising media offered for their consideration should use the measuring stick of "paid subscriptions and prestige" in arriving at a conclusion. A great amount of waste will thus be eliminated.

As an example that the merely new and excessively exploited publication carries no assurance of its advertising value or its perpetuity we cite the case of a weekly launched a year or so ago by the publisher of "Everybody's". Most elaborate plans were made for this publication. A staff of the most competent editors were secured; men whose work had given them positions of prominence in the craft. Advertising men with records of great success were put in charge of the business department and the publication was extensively advertised throughout the country. Yet it was an absolute failure and was discontinued after a few months.

Why?

Simply because the field it entered was filled and people would not pay the little dime per copy.

Paid subscriptions and prestige alone count.

Who Pays for the Advertising?

By Franklyn Hobbs, "Himself."

(Reprinted From The Advertiser's Magazine.)

I have heard persons say they would not buy advertised goods because they did not care to help pay for the advertising. They wanted full value in the goods themselves. I have heard salesmen argue that their firms did not advertise, and for that reason could sell cheaper. I have heard merchants say that they would not handle advertised goods. I know a cigar dealer who will not have an advertised cigar in his cases.

Some time ago I began an investigation which I have practically completed. I had tests made of various lines of advertised and unadvertised goods, full and complete comparisons made of their respective qualities. I priced goods and bought goods in stores which did not advertise, and in stores which did advertise, and compared prices and qualities. I caused goods to be purchased from merchants who did not advertise, and from those who did advertise liberally, and made careful comparisons of the prices of the goods purchased.

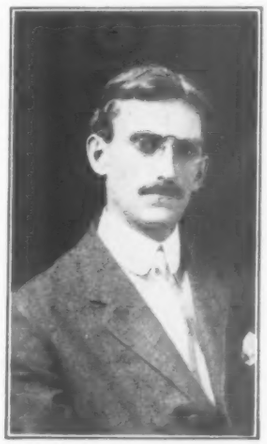
Who pays for the advertising?

If it were possible I would like to answer this question in a word—but as the cost of all advertising is distributed among so many people, I must needs go into detail. Before doing that let me set your mind at rest on one point. When you buy an advertised cigar you do not pay for the advertising. When you buy a brand of advertised ham you do not pay for the advertising. When you travel on a railroad train you do not pay for the advertising of that railroad. When you buy a pair of shoes you do not pay for the advertising. This applies to every conceivable article of merchandise—every conceivable thing which enters into the commerce of the world.

Who pays for the advertising?

Advertising is an economy and not an expense—not even an investment. Advertising is a saving. You don't believe that. I didn't expect you to—I didn't believe it myself until I had absolute and convincing proof that the buyer of merchandise does not pay for the advertising.

In order to make this matter clear to the lay mind, I must use some rather homely examples: A clothing merchant on one corner does not advertise, but he pays $100 per month rent, employs four clerks at $75 per month each—pays $50 per month for his light, and $100 a month for incidental expenses, bookkeeping, etc. On this total expense of $550 per month he sells four suits of clothes per day at a gross profit of $7.50 per suit. This business for 25 days a month brings in a total gross profit of $750, and after deducting his expenses of $550 leaves a margin of $200 per month as the dealer's remuneration for his personal services and for interest on his investment. Another merchant on the next corner pays the same rent, a trifle more for clerk hire, a trifle more for light and a trifle more for general expenses, bookkeeping, etc., and finds that his total expense for the month is $600—but this merchant spends $500 a month in advertising. Somebody pays that. Is it the man who buys the suit of clothes? No. The customer has nothing to do with it, and pays no part of it either directly or indirectly. These two merchants handle the same grades of clothing and sell the same goods at the same price. At the end of the month the advertising merchant finds that he has sold eight suits of clothes per day—twice as many as the merchant who does not advertise—and making the same profit on each suit, he finds he has a profit for the month of $1,500. He deducts his expenses of $600, his advertising of $500, and finds he has $400 left as remuneration for his own services and interest on his investment. Who paid for the $500 worth of advertising? Well, in this case the owner of the building paid part of it, because he received no more rent from the advertising merchant who sold eight suits per day than he did from the merchant who did not advertise and sold only four suits per day. That accounts for $100 of the $500 which is paid by the landlord—and then the electric light company paid $45 of it, because the light bill of the non-advertising merchant was $50 per month, and of the advertising merchant was $55 per month instead of being doubled at the same time he doubled his sales. So the electric light company and the landlord paid part of it. Then the four salesmen paid the other portion, and were glad to pay it. They had once worked for a non-advertising merchant at $75 per month, and they are now working for the advertising merchant at an advance of 10 per cent in salary. They are now getting $82.50 per month each, and each man sells two suits of clothes per day while previously they received only $75 per month and sold an average of one suit per day. So these four salesmen pay $270 of the advertising bill, and by so doing gain an increase in salary of 10 per cent. And then the bookkeeper's salary was increased 15 per cent and the general expense increased 15 per cent, while the business doubled so that an economy of $85 per month was effected. This amount went toward the advertising fund of $500 per month. Now, there is a comparison of your advertising merchant and your non-advertising merchant in the same business on the same street, selling the same grade of goods and employing the same grade of help. Two men, we will say, of equal ability—one of them believing that if he advertises he must increase the price of his goods, and the other knowing that the mere fact that he does advertise will enable him to sell more goods for the same price, or possibly at a less price.



FRANKLYN HOBBS "HIMSELF."

Who pays for the advertising?

When I buy a hat from an advertising merchant, I am not at all interested in who pays for his advertising, as I am quite sure that I do not. The hat merchant who advertises, assuming that he knows how, can sell hats for $2.50 while the same quality of hat must bring $3 in a store of the merchant who does not advertise.

Get this point then fixed clearly in your mind. Advertising is an economic saving and not an extra expense.

In talking with a retail druggist regarding advertising he told me his business was not one that could be profitably advertised, and that he could not afford to advertise. I suggested to this merchant that he spend one-half of the net profits of his business in advertising and he adopted my suggestion with the result that his business for 1906 was three and a half times his business for 1905. His profits were sufficient to pay his expenses, to pay for his advertising, to pay him $285 per month more than he had been accustomed to draw for himself, sufficient to enable him to increase his stock of goods, as his added sales furnished additional capital, and he is to-day selling every article in his store on which the price is not regulated by the manufacturers or by the Retail Druggists' Association at from 5 per cent to 15 per cent less than he was selling or could sell these same articles before he began advertising.

Who pays for his advertising? The answer is the same as in the case of the clothing merchant. The advertising bills are liquidated by the landlord, the light company, the clerks and even by the sprinkling wagon that passes before the front of his store. He paid during 1905 $1.00 per month toward the sprinkling of the street in front of his store, and in 1906, although his business was 3 1-2 times as much he still paid only $1.00 to the street sprinkler.

Who pays for his advertising?

The sprinkling cart.

Being a manufacturer you say that this does not apply to your business particularly, and fits only the retail business. This applies to the manufacturer and to the jobber, to the retailer, and to the mail order house. The manufacturer has a certain fixed overhead expense which will not increase more than 10 to 20 per cent with the doubling of his output. I know factories that are closed at least one to three months each year, the major part of the overhead expenses continuing while no goods are being made. Advertising would keep these factories open twelve months in the year, would enable the manufacturer to work a night shift in the same building with the same machinery, thus materially decreasing the cost of his product, and enabling him to sell his product more profitably and at a less price.

Who pays for the advertising?

The man who doesn't—advertise.

"Substitution."

By Burt Wheeler.

With Apologies to Mr. Dooley.

Get away fr'm that plate av pritzels, Hinniry. D'ye think I got thim f'r ye'r amusement? I did not. I stole thim f'r meself, an' the Lord knows. I don't let annybody get thim away fr'm me. They're the first bit av food that's passed me lips in manny long days.

What's the matter? Hinniry d'ye nivir rade annything but the paapers? Haven't ye heard about the wicked substhituter? No? Well, I don't know's I can help ye much. What with lack av food me reasonin' powers ain't what they might be.

But annyway, f'r six months back the magazine fellers have been usin' paages an' paages av good space in a heavy campaign aginst the substhituter. "Down with thim," says Annybody's in big type. "Thieves an' robbers," says Bac Dure's. "A moral woman is not a legal man," holler half a dozen av thim. "If ye ask a man f'r to lind ye five dollars an' he offers ye tin, don't take it. He's a substhituter. Yell f'r the polis," says the Buthery magazines. An' all the rest av thim join in.

So afther readin' these sthirrin' words in manny diff'rent lith'r'y styles, th' good woman gits th' fever an' vows an' declares she'll hilp th' iddytor fellers in the'r noble work, an' nivir, nivir thrade where they offer her anny substhitutes.

Th' next mornin' she goes out to do her marketin'.

"Have ye anny Willie's pickled ham?" says she to th' butcher. "I have not," says he, "we don't carry it." "What kind have ye?" she says. "I have Percival's an' Ralph's," says th' butcher. "Send me a wad av Ralph's," she says. "Oh, no, I fergot," she says. "Don't ye dare sind it. Ye're a murdherer! I'll nivir darken ye'r dure agin," she says.

"Give me a can av clam soup," says she to th' grocer on th' corner. "An' be sure ye have a pink sthring on it," she says. "Sorry," says th' grocer man, "we're all out av pink sthring. We're usin' white sthring now." "Poisoner," yells th' good woman. "I have sworn nivir to use white sthring. 'Tis not advertised." "'Tis so," says th' grocer. "Well, annyway," says she, "th' pink sthring advertisements are bigger," an' out she goes.

"Missa Dool'," says th' dago in th' delicatessen shop, "thrya deesa tea somatime. F'r nothing I giva yu quarter pound to tak home. See if you don' lake it."

"Thank ye kindly," she says, heftin' it to see if it's full weight, an' smellin' th' end av th' package. Then, as she looks at th' grinnin' Eyetalian she remimbers her sacred thrust, an' heaves th' tea at him. "Seducer av innocent women," she yells. "Take it back an' be glad I didn't hit ye with it," says she. "'Tis not advertised," she says.

An' so it goes, Hinniry. An' I give ye me word 'tis sorra th' bit av food has come to our flat these four days past. Iviry time th' bell rings I rush to the dumb waiter an' open th' dure wide, ready to welcome a meal, an' 'tis only th' ice man, or else a sack of coal.

Thuesdy we had what was lift over fr'm Mondah. Wed'sdah they was no rale food but potatys, an' only four av thim. Thursdah th' good woman had a few knives an' forks that hadn't been washed fr'm th' day befure an' she got her nourishment fr'm thim. I took th' milk away fr'm th' cat. An' to-day, would ye believe it, our last hope, the fishman, thried to sell her cod instead av halibut, an' she beat him over th' head with a rollin' pin. So I'm lookin' for'ard to a plisint dinner off'n a toothpick I've saved fr'm th last time we had beefsteak. That fishman was th' only person in tin blocks that'd speak to us, an' now he's been called a perjurer an' w'e're frindless intirely.

But I ain't give up all hope. To-day there came an agent fr'm Runsey's to se th' woman, an' told her how much better that magazine was than th' higher priced wans she was takin'. An' wouldn't she subscribe to Runsey's an' drop th' others. I told her not to, f'r that was substhitution, an' she dhrove him out.

An' thin, as we was walkin' past th' news stan' they was a man there talkin' to th' dealer.

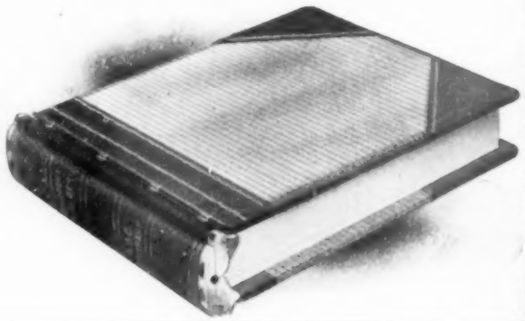
"Here," says he, "pullin' out a big sign fr'm a package undher his arm. "L'ave me tack this up on ye'r stand. An' whin annyone asks ye f'r some other magazine tell him ye haven't got it an' sell thim this one. Ye'll make half a cent a copy more on it."

An' that's where th' substhitution campaign is weak, Hinniry. Th' magazine fellers don't practise what they preach, an' besides, 'tis pretty hard to tell a substhituter when ye see one. So if I can hold out on pritzels a couple of days longer I believe th' woman 'll wake up an' lave us have somethin' to ate agin.

YULETIDE LEGENDS

throw a glamour over mediaeval history, making it ever attractive reading; at Christmas time, an ever-ready hospitality became more insistent, redeeming even the coarse jest and wassail of the Northland.

NO LESS INTERESTING today is the story of the evolution of THE BROWN LEDGER from the obsolete ideas and the cumbersome books of only a few years ago. The year 1908 is full of promise to the dealer who grasps his opportunity.



The C. S. & R. B. Co., Inc. 487-502 W. Kinzie St., Chicago, U.S.A.

Not *something* but *everything* in loose leaf

THE NICHOLAS PENCIL POCKET.

A large number of pencil pockets have been placed on the market but the strange thing about it is that they are usually never seen more than once. It is reasonable to suspect that the cause of the short life of these devices is due to the fact that they lack some of the necessary essentials which make them practical.

One of the newest and best devices on the market is the "Nichols," which saves your pockets as well as your temper. The chief feature of this appliance is the inside spring which holds the pencils and pen so firmly that they cannot fall out. When it is desired to

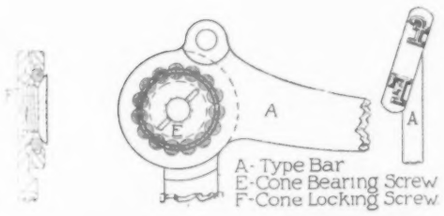
change the device from one pocket to the other it is not necessary to unload it.

This new pencil pocket is attractive in appearance and is a good seller. The substantial manner in which it is built may be judged from the cut. The best material is used in its construction and it will become a good specialty for all dealers in office appliances.

The manufacturers of this novelty are, Nichols & Willis, 22 Dayton street, Worcester, Mass. They will be pleased to furnish 1 dozen for $2.00 as a starter. Display cards will be sent along with the initial order which will greatly aid in creating the demand.

International Paper Co. Changes.

A. N. Burbank has been elected president of the International Paper Co., succeeding Hugh J. Chisholm, who was made chairman of the board of directors. Mr. Burbank was first vice president and treasurer of the company. He will continue in the office of treasurer. G. F. Underwood was elected general manager. The retirement of Mr. Chisholm from the presidency was at his own request, as he wishes to devote more time to his properties in Maine.



NEW L. C. SMITH & BROS. TYPE-BAR BALL BEARING.

TRUE INSPIRATION is embodied in the manufacture of our Typewriter Ribbons and Carbon Papers. The **reason** why, they constitute the

INCOMPARABLE LINE OF QUALITY

To keep step with progress sell this

Real Up-to-Date

line. Your profits will be **real** and your trade satisfied

Fine goods of **actual** quality can never be sold at cheap prices. The trashiest "stuff" on the market to-day are the **cheap** Typewriter Ribbons and Carbons.

Buy and sell "our line" backed by our guarantee and **remember the source** and your customers will derive **positive** satisfaction

MITTAG & VOLGER

[Incorporated]

SOLE MANUFACTURERS FOR THE TRADE

PRINCIPAL OFFICE AND FACTORY..... **PARK RIDGE. N. J., U. S. A.**

BRANCHES:

NEW YORK CITY, Stewart Bldg., 280 Broadway
CHICAGO, 200 Monroe Street
LONDON, 4 St. Paul's Churchyard
PARIS, 3 and 5 IM Passe Reille
ZURICH, J. G. Muggli
AMSTERDAM, Benier & Co.

You Have Been Looking For This

No. 1 Two-Fold Folding Machine as Operated by Hand.
(MOTOR ATTACHMENT WHEN DESIRED)

¶ This is a device that will fold your circular letters and office forms accurately and similarly, at a speed of from 5 to 8 times faster than they can be folded by **HAND,** and at a cost very considerably **LESS** than hand folding.

¶ These machines are made in two styles (see illustrations), specially designed for office use, are quickly adjusted, easily operated, and are run by hand power or motor power.

¶ They occupy little space, and can be placed on any stand, table or desk. They have stood the test in many lines of business. We guarantee them. They are handsomely and perfectly made.

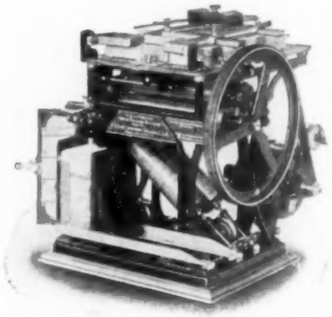
Automatic Circular
Letter Folding Machine

¶ They will fold thin, medium, heavy, smooth and rough papers. They will make one fold, two folds, double parallel folds, square folds and three folds. They accommodate papers in sizes ranging from 4" x 5" to 10" x 16". The folded circulars are stacked consecutively ready for insertion into the commonly used small and large envelopes.

¶ We invite correspondence with any one having quantities of circulars to fold. We make liberal offers to prospective users to thoroughly test machines that will save

TIME
LABOR
MONEY

¶ Ask for catalog.



No. 2 Three-Fold Folding Machine as Operated by Motor Attachment.
(HAND ATTACHMENT WHEN DESIRED)

MANUFACTURED ONLY BY

A. B. Dick Company, 161 W. Jackson Blvd., Chicago
47 Nassau St., New York City

THE "SOLIDHED" THUMB TACKS.

It is at first hard to realize that a small article can have a large sale, until one appreciates the fact that the article in question is in universal demand, and has a large variety of uses. We have been unable to fathom the recesses of history to ascertain who was the first inventor of the thumb tack, for as long as the memory of man goes back, the thumb tack and the small mischievous boy with a fondness for placing it point upwards in a chair, have been the closest of associates. Its antiquity as a resourceful implement of torture in the hands of misguided youth has been established beyond precedent.

The more modern history of thumb tacks has been brought right up to date by that enterprising firm, Hawkes-Jackson Co. of 82 Duane street, New York. They have not only perpetuated the thumb tack, but have brought enterprise and inventive skill to work, until they have improved the humble and unpretentious thumb tack of yore to such a high point of ornament as well as usefulness that we almost fail to recognize our quondam acquaintance.

In the first place they improved it by giving it a solid head. The old thumb tacks used to dissolve partnership with their lanky bodies whenever one attempted to withdraw them from a drawing board or any other place into which they had been inserted. The new thumb tack has a perfectly solid head, hence its phonetic name, "Solidhed," which as will be observed is a species of Carnegie-Rooseveltian spelling. The head of the pin is firmly and securely imbedded in the top, does not penetrate it, and makes a perfectly solid joint. This method prolongs the life of usefulness of the tack, and eliminates all danger of injury to the thumb in pressing it into position.

They further improved it, by making each tack "a thing of beauty and a joy forever." Here they did wisely and well. The ordinary bright brass tack had but a limited use on account of its glaring pretentiousness. They clothed each tack in a close fitting garb of celluloid and immediately each became a useful ornamental adjunct to every house in the United States. Red, white, blue, green, buff and black thumb tacks prove to be not only handy, but most attractive fastenings for pictures, calendars, photos, posters, notices for the walls, blotters for the desk, indispensable for displaying show cards, and invaluable for draping and decorating in general. Is it to be wondered at that the business has increased by leaps and bounds, and that the use of thumb tacks has become universal? The celluloid coverings make it easy to carry out any scheme desired for harmonious colorings for the ease with which the thumb tacks can be fixed makes them eminently desirable for a host of useful purposes.

The utility of these "Solidhed" thumb tacks was further increased by placing on the heads of others raised figures from 1 to 150. These may be used for numbering window screens, shutters, drawers, compartments, price indicators, and numbering systems in general. They can be painted over if desired without destroying the number.

Again the inventors went a step further and printed numbers or letters on the celluloid tops. It is possible to make up any kind of lettering with a selection of alphabetical celluloid thumb tacks. Then if we belong to a college or society, one can obtain designs or lettering of any sort or description placed upon these very useful "Solidhed" tacks.

SOMETHING NEW IN SELLING METHODS AND WINDOW DISPLAY—MERCHANT SELLS HIMSELF.

"There is nothing new under the sun," is a time-worn saying which, however true in some connections, does not apply in business.

New ideas in advertising pop up from time to time and less frequently we hear of some new selling plan. Of these latter probably the most unique and certainly one of the most effective ever originated is that just put in operation by The National Cash Register Company.

These new selling methods are astonishingly simple. But as one salesman expressed it, "they are deep—much deeper than appears on the outside."

The innovation aims to make the sale as speedily and as easily as possible. To this end the salesman first ascertains the line of business the prospective purchaser is engaged in. He then shows him into a small model store of the same line.

The dry goods merchant finds himself in a miniature dry goods store. Shelves of piece goods are ranged along the wall. On the counter a display of neckware or laces takes the eye. Every detail is correct including of course one of the 533 different styles and sizes of National Cash Registers best suited to a dry goods store.

If the prospect is a shoe merchant a corner of an actual shoe store is shown. And so on through the list. Every line of business that might use a cash register is represented.

The salesman requests the prospect to go behind the counter and sell him some article from his stock. Cash and credit sales are made. Money is received on account and paid out. The salesman acts as customer while the merchant handles the transactions just as he would in his own store, the salesman instructing him how to take care of his cash and balance it by the National Cash Register.

The great advantages in the new method are first that the prospect feels at home—is on familiar ground. Nothing is left to his imagination. He sees just how the register will look in his store and how it will actually benefit him in his business. The other advantage of selling in model stores is that the prospect operates the register himself. Thus he understands its merits, comprehends its value—what it will do and how it will protect him and save him money. He sees that it is not a complicated and intricate device but simple and efficient.

The ad critics tell us that a good ad must do four things: it must attract; must interest; must convince; and finally must create a desire to possess. Strange as it may seem, these novel selling methods can be judged by the same canons that hold good in advertising.

As the prospect enters the model store he is attracted. He looks around him to compare this store with his own. His attention is next directed to the register. He is asked to operate it. Immediately his interest is aroused and his mind is concentrated on the matter at hand. The explanations of the salesman convince him that this is the proper system for handling his money. So much accomplished, his desire to buy follows naturally. In other words, he sells himself.

The value of the window display from an advertising and selling standpoint is effectually proved by these new methods. In connection with the demonstrating stores, the National Cash Register Company have model stores displayed in the windows of their branch offices. Here two demonstrators, one acting as merchant and the other as customer, go through the various transactions that occur in a retail store. One of the demonstrators holds up a card after each transaction indicating what has been done.

These window demonstrations never fail to draw groups of interested spectators. A great number of merchants go inside to inquire for further information and in this way many prospects have been secured.

As human nature is fundamentally the same, the retail merchant can doubtless gain some ideas from these novel selling tactics of so well known and successful a concern. Progressive business men have ever been adapters and what they see in the methods of others that impresses them favorably, they take, improve upon if possible, and profit by.

N. C. R. CO.'S "MODEL GROCERY."

SOLIDHED TRADE MARK THUMB TACKS

The Handy Hammerless Tack

SOLIDHED TRADE MARK THUMB TACKS

Hawkes-Jackson Co. New York

SOLIDHED TRADE MARK THUMB TACKS

The Handy Hammerless Tack

SOLIDHED TRADE MARK THUMB TACKS

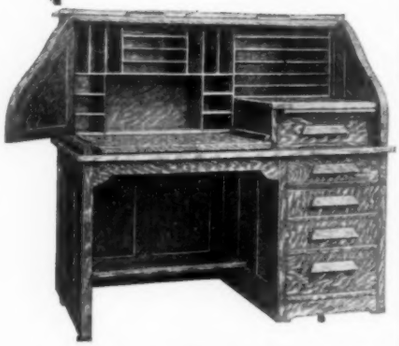
Hawkes-Jackson Co., Makers,
82 Duane Street, New York

READ BETWEEN THE LINES

DEALERS

IT WILL SURELY INTEREST YOU

When sales DO not encourage YOU to large efforts you should KNOW a sample order of



DEARBORN CABINETS

will show you why they ARE handled by hundreds of dealers around the WORLD and are universally known as the BEST

If you do not handle them we can give you the names of hundreds of dealers who will recommend them to you

WRITE TO-DAY FOR NEW CATALOGUE

DEARBORN DESK COMPANY

ALEXANDER A. SAMUELS, General Manager

MARION, INDIANA

THE GORIN AUTOMATIC CALENDAR.

A New Desk Piece; Changes Monthly by Key —Accommodates "Leap Years" and is for Perpetual Use.

There is a story in Grecian history to the effect that Socrates was spared another month to enjoy the pleasures of life, after being condemned to death, awaiting the return of the ships of trade which served as a calendar to the ancients.

Time in the abstract cannot be conceived by the mind. There is no "time sense." We perceive time only by determining the interim betwen events. If the ship had ben delayed months, Socrates would have had his liberty increased accordingly. Time always passes very rapidly when we are not thinking about the event which is the measure of it. But when we are conscious of a period of time as in the case of waiting alone for a train, then the mind is not engaged with other matters and the wait seems like a small eternity. If you ever tried to guess as to the length of time you had waited for a train you were surprised, no doubt, to find that it was not half as long as you thought; and on the other hand if you were very busy previous to an engagement, you have been amazed to find that the time had expired almost without your consciousness. These reflections go to show that we are helpless in determining the duration of time and must depend upon some mechanical device for the purpose.

On account of the movement of the earth in relation to the sun, causing day and night, the ancients devised the hour glass, which would displace the sand twenty-four times during the day. This was an advantage over the sun dial, one of the very first methods of computing time. Science had advanced so little in those days, and the principles of mechanics were so little known, that it was impossible to devise any system of computing time by machinery. The devices of the ancients of course were very crude and inaccurate. They have long ago become obsolete by the use of the printed calendars which of recent years have been manufactured in a multiplicity of forms and characterized by wonderful art creations.

The regular printed wall calendar may be a beautiful thing to look at, but when you think of it, the fact stands out clearly that we are about a century behind in this office necessity as compared to the advancement made along all other lines. The wall calendar with the hour glass and the sun dial must soon go to the museum with the other relics of by-gone days. This is because The Gorin Automatic Calendar has come to take its place, and since it is demanded by a modern age, it will remain as one of the necessities of a complex commerce.

Automatic Movement.

This new device is absolutely automatic. It will show the successive dates from the time when Socrates drank the poisoned hemlock to the end of the world. It is very simple in operation, being adjusted by a key, a turn of which will transport you into eternity, as far as the measure of time is concerned. There is nothing to learn in operating this new office appliance. You just turn the key at the end of the month and the next month appears with its correct arrangement of figures at once. There are no tables to refer to or remember, and you do not have to spend any time in figuring out any complicated formulae. The complete adjustment is made in the twinkling of the eye by just pushing the key. When a

leap year comes along it does not make and difference to the machine as the adjustment takes place just the same. This calendar runs on to the end of the word, comprehending months of 30, 31, 28 or 29 days. It is almost perpetual motion. It is worth the cost of the machine to see the marvelous things it will accomplish. As the calendar of the Romans drew a dividing line across the pages of history, in like manner this little device is destined to be a milestone in the progress of

civilization, and the introduction of a new practical utility in the office appliance world.

Perpetual Use.

The Gorin Automatic Calendar should not be confused with the numerous so-called perpetual calendars which have come and gone from time to time. These inventions have lasted only a short time as they were not practical and got out of order very easily, destroying their reliability. The Gorin is, of course, perpetual, but this is only one of its essential features. The great advantage is that it is automatic, and in this respect it is the stalwart pioneer in this field of time measuring instruments.

The clock calendars are known to most every one, but they have not been a success. Most of them today are found in the repair shops. They can be adjusted at the end of the month and when they are in the habit of being two or three days out of the way they soon lose all their practicability. The "Gorin," being automatic and simple in mechanism, regulates itself and may be adjusted at any time.

The Gorin in size is about as large as your doubled fist. It stands on your desk and is an ornament to the office. The cases are finely finished in mahogany with gold matting. There are some also in quartered sawed oak with olive green matting. The surface of all cases is hand rubbed and finished like a piano, making the device harmonize with the most elaborate office fittings. The convenience of the device is at once apparent for the purpose of carrying it around in traveling or removing from one position to another. It takes up little room and is always right where it is not needed.

Quick Seller.

As a side line for a progressive salesman this new appliance is a winner. Every office

(Continued on page 59.)

ASK WEEKS FOR IT

Have been furnishing Stationers and Dealers with their Supplies and Specialties since 1867—40 years—and did it so thoroughly and conscientiously that the first thought entering the mind of a stationer when he wants "anything" is to—"Ask Weeks for it!"

A. A. Weeks Manufacturing Dept.

of A. A. Weeks-Hoskins Co.

11 Gold Street :: New York, U. S. A.

It will be appreciated if you mention "OFFICE APPLIANCES" when writing to A. A. Weeks Mfg. Co.

DOMESTIC OPPORTUNITIES

(By Special Correspondence.)

Grand Forks, N. D.

Alexander Scarlett, connected with The Herald, of Grand Forks, N. D., has been in Chicago recently hunting new agencies and appliances, and will be pleased to hear from those who desire representation in the Dakotas. His firm make a specialty of handling stationery, office devices and specialties of all kinds, and are prepared financially to make success of any agency they may take hold of. They are particularly interested in office desks, tables, chairs, rebuilt and second hand typewriters.

Princeton, N. J.

The Princeton University Co-operative Store, Princeton, N. J., in their recent annual report show that they have increased their business 31 per cent over the first year, and did business amounting to $52,000 ending July last.

The co-operative store buy in large quantities and sell to the students at a discount from retail prices, and naturally will be interested in anything to be used in schools or colleges.

Charleston, W. Va.

The Banner Agency of Charleston, W. Va., with J. D. Bright as manager are in a position to branch out and are desirous of securing agencies for some good office specialties and devices, including desks, adding machines, filing cabinets, bookkeepers' supplies, etc. They are traveling two men in West Virginia.

New York City, N. Y.

W. H. Riggs, formerly in the employ of the Elliott-Fisher Co., and Universal Adding Machine Co., together with E. Parmly, Jr., formerly associated with the Remington Typewriter Co., in charge of their billing machine department—two successful salesmen, have engaged in business in New York City for themselves, and are in position to engage with manufacturers desiring Metropolitan representation. The company will deal in check writers, protectors, adding machines, typewriters, carbons and ribbons, stationers, loose leaf devices, binders, filing cabinets and other office specialties. The new firm is not yet named, but the two gentlemen may be addressed at 42 Broadway, New York.

Manchester, N. H.

William M. Kendall Co., 354 Pine street, Manchester, N. H., giving the Commercial agents, the Manchester Board of Trade, the May, two banks and the postmaster of the town as reference, desire to correspond with manufacturers of office devices for the New Hampshire territory. The company handled commercial stationery but desire to secure new lines, including some office specialties and devices. They employ competent men to handle the special lines and are in a position to render profitable service.

Proposals will be received at the Bureau of Supplies and Accounts, Navy Department, Washington, D. C., until 10 o'clock a. m., December 26, 1907, and publicly opened immediately thereafter, to furnish at the navy yard, New York, N. Y., a quantity of naval supplies, as follows: Sch. 613: Typewriter paper. Applications for proposals should designate the schedule desired by number. Blank

I Am Accused!

of selling Typewriter Ribbons too cheaply.
I am told that I am a disturbing element in the trade.
That I don't follow established custom.
That there is no reason for me to quote such prices when I could get just as much as anybody else gets for their goods.

I Confess

I have not followed the established custom as far as the margin of profit is concerned. You see my price is uniform to all dealers — all pay the same. I just "gang my ain gait" — make good ribbons and mark them at a price which gives me a fair margin of profit.
I make some money out of my business and so do the dealers who handle the goods. The users like them, too.
My "Money Back" Guarantee protects everybody down the line.
Funny thing! That some one outside, who neither sells nor uses my goods, is the only one who finds fault with me.
Cheer up! I shall continue right along.
Dealers not familiar with my prices on ribbons of all kinds for all machines should see my quotations and order blank in the November number of Office Appliances.

M. M. ROTHSCHILD

N. W. Corner Fifth Ave. and Washington St.
CHICAGO

proposals will be furnished upon application to the navy pay office, New York, N. Y., or to the Bureau. E. B. Rogers, Paymaster-General U. S. N.

FOREIGN OPPORTUNITIES

(By Special Correspondence.)

Barcelona, Spain.

Gmo. Truniger, with an address as Balmes 7, is in the market for American made office devices and appliances, for Spain and will be glad to hear from American makers. He is now handling typewriters, adding machines, copying machines, office furniture, filing cabinets and the like, and has offices or sub-branches in several of the Spanish cities.

Mexico, Mex.

Muriel y Armida, P. O. Box 2650, Mexico, D. F. Mexico, write us under date of Nov. 30th, asking us to place their name before American manufacturers of office devices. The firm will be pleased to correspond with those seeking a Mexican market, through a responsible company. The new firm will begin to operate the 1st of January as named above, and will be in a position to satisfactorily handle any agency of specialties as they are thoroughly acquainted with the requirements of the country, business methods, etc., besides having the necessary capital to push any article they may handle.

London, England.

The Triumphaor Company of 7 Leadenhall street, London E. C., are making arrangements to enter the Berlin Business Show and desire to get into communication with American firms who would like to be represented there. They are in position to take care of exhibits in American office appliance lines in good shape. Mr. G. M. Muller is the manager.

Dusseldorf, Germany.

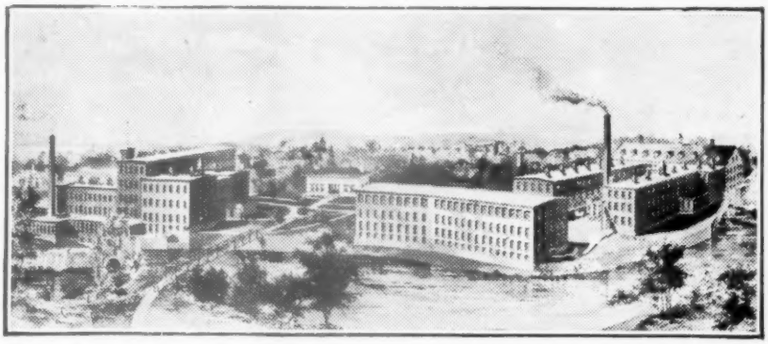
H. F. Peltz of 88 Graf Adolfstrasse, Dusseldorf, who is the sole agent for the Kanzler Typewriter for west Germany, writes that his concern is anxious to secure the German agency for an American typewriter. This concern is doing a large business with the German machine and have found that there is a good market for American made typewriters and they want very much to get into communication with a manufacturer on this side of the ocean. They are also interested in getting other lines of office appliances and have sufficient capital, a large selling force and an organization capable of handling devices to very good advantage.

Liestal, Switzerland.

Adolph Haag, traveling throughout Switzerland, Germany, Italy, Austria, Holland and Belgium, desires to hear from manufacturers desiring a representation in those countries who make lead pencils (copying), typewriter paper, fountain pens and other novelties for the office.

London, England.

W. G. Systems, Limited, Craven House, Kingsway, London, W. C., write us that they are desirous of taking on a line of steel furniture, filing devices, etc. Also a line of card indexes in steel. The same firm would also be glad to hear from manufacturers of loose leaf devices. The company maintain offices or branches in Birmingham, Manchester, Glasgow and Edinburgh.



Where Weston's Linen Record Paper is made—at Dalton, Mass.

It is hardly an exaggeration to say that more financial records and accounts — both in bound book and loose leaf form—are recorded on Weston's Linen Ledger Paper than on any other high grade aper. For more than forty years this paper has been the choice both of the user and the maker of books of account.

Look at the picture above—"The Home of Weston's Linen Record." Situated in the heart of the paper making world, surrounded by ideal conditions of beauty and health, and resting on a foundation of over 40 years of experience,—is it any wonder that this line should rank—as it does—**The Best Linen Ledger Paper Made?**

Our papers are guaranteed to give satisfaction. They are made in **White—Blue** and **Buff**—with a body that is superbly strong and perfect as to surface and finish.

The only thing to which you can compare a sheet of Weston's Linen Ledger Paper is to another sheet of the same make — Any other comparison is quite illogical.

Byron Weston Company
Dalton - - - Mass.

FOREIGN NEWS

London, England.

The Seventeenth Annual Dinner given by the Bar-Lock Typewriter Company took place at the Holborn Restaurant, where over seventy of the male members of the London staff were present. In an interesting review of the business given by Mr. Richardson, chairman of the company, he mentioned that it was now twenty-one years since he took his first premises in the city of London. In speaking of the progress of business, and the pleasant relations existing between the staff and the management, Mr. Richardson drew attention to the fact that the youth he had engaged twenty-one years ago, when opening his first office, was now secretary to the company. Other members had been with the company from five to nineteen years. To show his appreciation he took the opportunity of presenting a gold watch, with a suitable inscription, to each member of the indoor staff, clerical and mechanical, who had been with him for ten years, and to each member of the sales department, who had been with him five years. Mr. Richardson went on to express the hope that the steady and continuous progress which had taken place in the past, especially the large increase in the last two years, would be continued in the future, and stated there was every indication of the increase continuing by reason of the popularity of the new No. 12 model. After the dinner a most enjoyable evening was spent, various members of the staff showing that they possessed musical abilities equal to their business abilities.

Hamburg, Germany.

The firm of Teege & Stielow, dealers for the Monarch Visible typewriter, have opened a branch office at Bremen. This firm is one of the most aggressive and up-to-date typewriter dealers in Europe and the volume of their business is constantly increasing. They report that only recently a Hamburg customer placed his fiftieth repeat order for Monarch Visible typewriters, and another customer about the same time placed his thirtieth repeat order; all of which evidences the popularity of the machine and the utility of the dealers.

Santiago, Cuba.

The firm of Ill, Vega & Company, of this city, has recently been appointed dealer for the Monarch Visible typewriter, the territory to consist of the entire eastern portion of Cuba. The rapid growth of business in all lines has created an unusual demand for typewriters, and, as the wide-awake Cubans demand the best, Messrs. Ill, Vega & Company anticipate no difficulty in establishing a splendid trade.

Bordeaux, France.

P. Bauhein, the Monarch Visible typewriter dealer in this city, has recently opened a branch office in Nantes, made necessary by the growing demand for Monarchs in that vicinity.

Rio de Janeiro, Brazil.

Senor P. J. Christoph, Brazilian dealer for the Monarch Visible typewriter, has started

"A LEADER FOR YEARS AND A LEADER TO-DAY AS WELL"

"COBWEB" "SATIN FINISH" "GOLD SEAL" **CARBON** **PAPER—As well as my many other good brands**

are known the world over where typewriters are used. So are

"SATIN FINISH" and "GOLD SEAL" RIBBONS
UNEQUALED QUALITY

always the same in high standard to-day—yesterday—to-morrow has won for these goods their place.

LITTLE'S CARBONS

are sold by dealers in all parts of the business world, with Distributing Offices in

CHICAGO NEW YORK PHILADELPHIA
PITTSBURG LONDON, England CLEVELAND
WASHINGTON, D. C.

The New York Office is a spacious ground floor store at
287 Broadway, Corner of Reade Street
the largest, finest and best equipped office in the world devoted solely to Typewriter Supplies. Dealers, Typewriter Men, Purchasing Agents always welcome.

A. P. LITTLE, Main Office and Factory, Rochester, N. Y., U. S. A.

on a trip to the United States and Germany. While in the United States he will visit the Monarch factory at Syracuse, and will also visit some of the other concerns whose products he is handling in Brazil, namely the Keystone Watch Company and the manufacturers of Borden's Condensed Milk. The trip to Germany is for the purpose of visiting his father, whom Senor Christoph has not seen for some years. In passing it may be stated that The Monarch Typewriter Company may consider themselves fortunate in having secured Senor Christoph for their representative in Brazil, as evidenced by the volume of business he has developed.

Frankfurt, Germany.

"Inland as well as foreign countries are rivalizing in the public approbation of the ability and the advantages of the 'Adler' typewriter, manufactured by the Adlerwerke vorm. Heinrich Kleyer, Aktiengesellschaft, Francfort, On-Main. The doors of the Berlin Office Equipment Show, at which the 'Adler' Typewriter has been rewarded with several prizes, have hardly been closed, and there comes from across the mountains of Lido the report of a new victory. At the Typewriter Exhibition, which has been held at Venice, and closed on the 17th of November, the 'Adler' has been distinguished with a Diploma of the Golden Medal, which means the highest award."

Bucarest, Roumania.

In this modern city in an ancient corner of the world the typewriter business is flourishing. The Monarch Visible is handled here by C. Umlauff, who has recently moved into new quarters at Strada Academiei 45, where he is prepared to display the Monarch Visible to greater advantage.

West Bromwich, Eng.

Edmund B. P. Jackson, the London manager of the firm of Kenrick & Jefferson, Ltd., printers and general office specialties spent a few weeks in America where he was much interested in many of the newer appliances, including loose leaf devices. The company maintains a head office at West Bromwich, while they have branches in London, Birmingham and Liverpool.

THE GORIN CALENDAR.
(Concluded from page 55.)

should have one. It is easy to demonstrate and no trouble to carry it as a sample. Many salesmen, who have a small device which they are handling will welcome this new invention and recognize in it an opportunity to add much to their income or to the business of the house they represent.

This little invention is to the measure of time by days and months what a watch is to the computation of time in hours and minutes. The Gorin Automatic Calendar costs more than the regular wall device and it is worth more. Every practical utility will find a market and as the watch has displaced the hour glass so will the Gorin take the place of the tedious pads of tablets sent out each year which have served their usefulness as measures of time.

Before Deciding to Install Your Filing Equipment Write Us for Estimates

Allow us the opportunity of sending you our completely illustrated new catalog of Dust Proof Ball Bearing Filing Cabinets — the highest grade furniture of its kind made.

Our name and the recommendations of our clients is a gurantee to you.

References and catalog of illustrations and descriptions prove that our cabinets are

Highest Class in Every Way

Equip your offices with this plain, rich, modern furniture, which denotes culture and prosperity.

Dust Proof

Ball Bearing

Filing Cabinets

are beautiful in design and represent the very best workmanship throughout. We are the originators and sole manufacturers of Furniture Dust Proofing and Ball Bearing Steel Extension Slides for Filing Cabinets. These up-to-date business equipments afford every advantage of Utility, Durability and Beauty.

We make these cabinets in

All Standard Sizes and Designs

No matter what the nature of your business or office arrangement we can supply you with a convenient sized Dust Proof, Ball Bearing Filing Cabinet and in any one of many attractive designs.

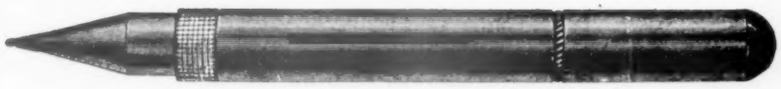
Write Today for Catalog of Illustrations and Descriptions

DUST PROOF FURNITURE CO., Rochelle, Ill.
MANUFACTURERS

Used by Largest Commercial Houses, Banks, Insurance and Railway Companies

Write for Completely Illustrated Catalog Showing Every Possible Style of Office Equipment

THE FLUID PENCIL (Made in England)



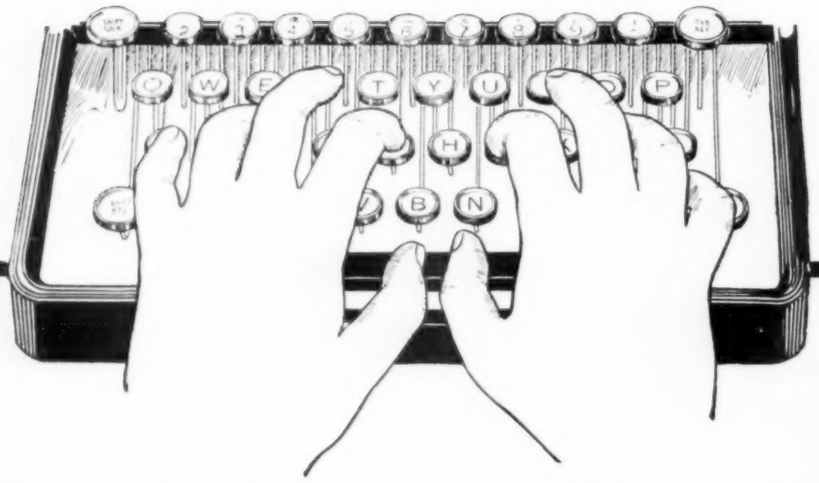
No. 2 Medium Size

ILLUSTRATION FULL SIZE.

Made in three sizes: No. 1, $1.50; No. 2, $2.00; No. 3, $2.50. Can be carried in any position without fear of leakage. Furnished in either red or black vulcanite. All Fluid Pencils have platinum point and spring needle and are GUARANTEED to give perfect satisfaction.

ECKEL & COMPANY, 39-41 Cortlandt Street, New York City

Write for Circulars and Trade Discount.



The Monarch Touch

In typewriter parlance, "touch" refers to the amount of energy required to bring the type bar to the printing point.

Touch varies most materially with the construction of the machine. It is so hard on some typewriters that operators have been known to be quite "done up" before the day's work is half over.

Vital force in the operation of a typewriter should **never** be necessary to such an exter.t.

The touch of the Monarch Visible Typewriter is best described by the word "elastic"—a little touch on the key will send the type bar to the printing point with amazing swiftness and the necessary force.

The instantaneous rebound of the type from the platen and the upward return of the key urges the quick lifting of the finger that conduces to greatest speed.

Any operator of the Monarch Visible Typewriter will accomplish far more work in a given time with less fatigue than is possible with other machines.

Our Booklets Tell About Other Monarch Points of Superiority

MONARCH VISIBLE

The Monarch Typewriter Company

General Offices and Factory
SYRACUSE, N. Y.

MONARCH VISIBLE

INKS and MUCILAGE
AT WHOLESALE

• PUT YOUR OWN NAME ON THE BOTTLES. Every time you sell a bottle of ink *who gets the advertising, you* or the man of whom you bought the ink? If the maker didn't think it was worth something to have his name there, *he* would never have gone to the expense of printing the labels.

• WHY DON'T YOU GET YOUR NAME ON THE BOTTLES and derive the "come back" benefits from every sale you make? *Advertise yourself.* Armour & Co., Illinois Steel Co., Marshall Field & Co., Western Electric Co., *they all* use our ink. We tell you this just to prove that our inks are O.K.—for they use only the best of everything.

• WE WANT A GOOD DEALER IN EVERY CITY to sell "Pierce Inks" under his own name and label. Write for our *Special Proposition* which means 100% more profits on ink than you now make. Our name appears nowhere on the bottle.

PIERCE MANUFACTURING COMPANY — *Factory, 69-75 Wells St., Office, 906 Hartford Bldg.* — *CHICAGO*

GILMORE GOES TO DAYTON.

A progressive company is always looking for a progressive man to do progressive work. When the L. C. Smith & Bros. Typewriter Company perfected their new model, they began to look around for a man to vigorously push the sales in Dayton,Ohio.

In appointing Mr. O. P. Gilmore as manager of the Dayton, Ohio, branch of the L. C. Smith & Bros. Typewriter Company, which branch is a sub-office under Cincinnati, the company has added a valuable acquisition to their selling force.

O. P. GILMORE.

Mr. Gilmore is a typewriter man of experience and no stranger to the successful methods of the Smith Brothers, having been in their employ for eight years prior to 1903 when the present L. C. Smith & Bros. Typewriter Co. was organized. To a representative of Office Appliances, Mr. Gilmore gave this brief but comprehensive sketch of his typewriter career:

"In September, 1895, I was passing through Columbus, O., on my route back to New York, being at that time engaged as a traveling salesman for a men's furnishing house in New York City, when I met Mr. Raymond Dowdell, Columbus manager for A. H. Smyth, at that time Smith Premier dealer for Columbus and adjacent territory.

"Mr. Dowdell told me that Mr. Smyth wanted an assistant in the Columbus territory and I wrote him, making application for the job. In his reply Mr. Smyth requested me to come and see him as soon as possible, which I did after concluding the selling trip upon which I was then engaged. I hired with Mr. Smyth, to cover the outside territory under Mr. Dowdell, commencing about the 15th of October, 1895.

"About two months later Mr. Dowdell was promoted to be manager at Cincinnati and I took his position at Columbus. From that time to this, a period of twelve years, I have never lost more than two days in succession from active service in the typewriter business with the exception of four weeks' confinement to my bed with pneumonia."

In justice to Mr. Gilmore it should be stated that during those four weeks he kept a telephone by the side of his bed and sold nine machines by telephone, later receiving a letter from the company, thanking him for the business, but advising Mrs. Gilmore to have the telephone wires cut should he ever be sick again.

"I was placed in charge of the Dayton sub-office about December 1, 1895," concluded Mr. Gilmore, "so I have been practically the entire twelve years in Dayton and during that time I haven't had a single bad month's business. I am glad to be back with the Smith Brothers again, and with their new model machine expect to beat all my old selling records."

C. J. HALLE RETIRES FROM THE ELLIOTT FISHER CO.

After ten years of continuous service, Mr. C. J. Halle retires as manager of the New York office of the Elliott Fisher Co. on December 1. The New York office of this company has long been noted throughout the country for its unique methods, its originality in advertising, and its successful organization.

Mr. Halle established the New York office of the Fisher Book Typewriter Co. (of which Mr. H. J. Halle, a brother, was president and general manager) in January, 1898, and has been its manager ever since.

The New York office, the most important of the company's offices, was a success almost from the start under Mr. Halle's management. It was here that the pioneer work of the Book typewriting was done, and the prestige of the machine established. Until the advent of this machine very little progress had been made in machine billing, or in typewriting in books. With the New York prestige, results quickly followed throughout the country. Here, too, the field for the machine had first to be explored, and the men trained to sell it.

Among those on the selling force of the Elliott Fisher Co. New York office, connected directly with Mr. Halle, were Mr. A. E. Burnett, afterwards superintendent of agencies, and now eastern sales manager of the Universal Adding Machine; Mr. E. Parmly, Jr., afterwards manager of the Philadelphia, Batimore and Washington offices, and then manager of the billing department of the Remington Typewriter Co.; Mr. William H. Riggs, who became a "star" salesman with a national reputation.

It was interesting indeed to hear Mr. Halle talk of the early days in the company's history. How the "Fisher," originally a Book typewriter with a limited field, was developed gradually. How it was merged in 1903 with the "Elliott Hatch," and how under the guidance of Mr. H. J. Halle the Fisher was selected and developed into the billing machine. On account of this Mr. H. J. Halle has been called the "Daddy of the billing machine." He retired from the general management of the company in November, 1903. In 1905 the adding attachment made the machine a combined billing and adding machine. Through this series of years Mr. C. J. Halle has been largely instrumental in contributing to the success of the machine.

Mr. Halle has not yet decided upon any definite plans for the future. We take it that his knowledge of the billing machine and the office appliance field is far too vast for him to remain long without suitable connections. He will doubtless have a goodly number of concerns eager to avail themselves of the services of one with such a fine experience.

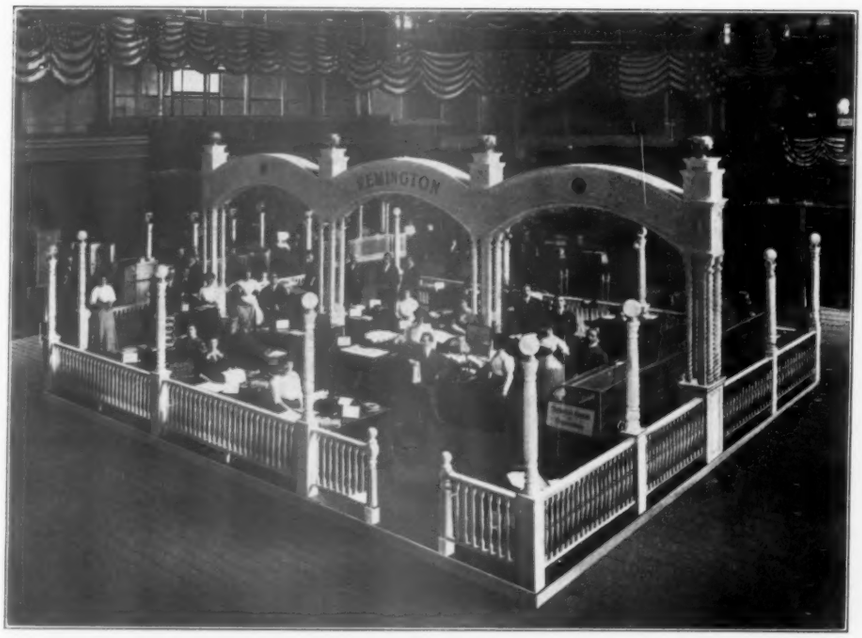
We were fortunate enough to be present when Mr. Halle was taking leave of his old staff, and from the host of good wishes and hearty leave-taking that were bestowed upon him, there could be no doubt of the personal regrets of all at his leaving his old associations.

Mr. Halle Beautifully Remembered.

On the afternoon of November 28 Mr. Halle was called "down stairs" and there found assembled "the boys and girls" of the New York office of the Elliott Fisher Co., who, through M. E. Beard, the dean of the sales force, on behalf of "the boys and girls" presented Mr. Halle with a magnificent gold match box inscribed as follows:

C. J. Halle.
Presented by
"The Boys"
of the New York Office,
Elliott Fisher Co.
As a token of esteem and in remembrance of
the many years of association.
November 30, 1907.

The young ladies of the office, through Miss Davis, presented Mr. Halle with a gold mounted leather card case, and both tokens of remembrance will be cherished by Mr. Halle, recalling to his mind occasionally the trials and tribulations, the bright and sunny spots that make up the life of any one in the management of a large and specialized business as the E. F. presents.



REMINGTON TYPEWRITER CO'S EXHIBIT AT THE RECENT NEW YORK SHOW—AS SEEN BY THE REMINGTON CAMERA.

FACTORY OVER A MILE LONG.

The completion of the extensions at the Remington Typewriter factory, has added among other things, two additional buildings for foundry purposes. One is a new brass foundry, 75 feet by 63 feet, in which the famous Remington white alloy will be produced in larger quantities than ever and used in making castings with the aid of the ingenious molding machines, already in extensive use in the iron foundry. The other new building, 122 feet by 30 feet, will be used for inspecting cleaning and grinding castings, and also for additional fireproof storage of the company's valuable metal patterns. The addition of the new buildings brings the total structures occupied for manufacturing purposes up to 20. These if built in a continuous line one story high and 40 feet wide would constitute a single factory building a mile and a quarter long. It is estimated that these additions will increase the output of the plant nearly one-half. It will be recalled that as late as the year 1902, larger additions were made to the Remington plant, which it was believed at that time would provide for the increase in the sale of Remington typewriters for many years to come. The fact, however, that nine buildings have already become necessary will suffice to give some idea of the enormous expansion of the Remington business during the past four years. The main building of the Remington typewriter factory, the imposing outline of which is familiar to all travelers by road or rail through the Mohawk Valley, is almost exactly the length and depth of the great ocean liner of the Cunard Company, the Lusitania, in which so much interest centers at present. Looking from the north, the 785 feet length and 60 feet height, of the main factory building gives the observer a very good idea of the relative bulk of the great turbine vessel stripped of her four monster funnels and deck erections. The indoor factory race course with its vista of nearly 800 feet on each floor resembles the promenade deck of the liner. Even here the route does not end. The "Lusitana" is simply the latest and greatest of the famous Cunard fleet of trans-Atlantic steamers. The immense Remington building also is only one of 20 factory buildings, which form the greatest typewriting plant in the world.

DEATH OF MR. JAMES G. STEVENS.

It was but a short time ago that we chronicled the sudden death of an esteemed member of the Remington typewriter family, and now we regret to have to announce the untimely decease of that well known and popular New York Remington salesman, Mr. James G. Stevens. He died on Wednesday, November 6, at the age of 50 years. His death was sudden, and totally unexpected. Up to the previous Monday he had been enjoying his usual good health. On the evening of that day he was suddenly stricken with apoplexy, and died at 11 o'clock on the following Wednesday, without regaining consciousness. Several years ago he suffered slightly from a similar stroke, but his recovery was rapid.

Mr. Stevens was a member of the old Remington guard, as he was in the 27th year of his service. With the exception of Mr. W. F. Miller, he was the oldest salesman on the Remington staff in length of service. He was a native of Ilion, and it may be said that he grew up with the Remington typewriter. He

J. G. STEVENS.

entered the service of the company when he became of age, and from his pertinacity and will in making deals he was called by his friends "Fighting Jimmy." He possessed the happy combination of strength of will and force of character, and his kindliness and sympathy towards others made him the friend of every one.

In April last Mr. Stevens completed the 25th year of his services with the Remington Typewriter Co. On that occasion the company tendered him a dinner which was attended by the majority of the directors of the company and other members of the Remington organization to the number of sixty.

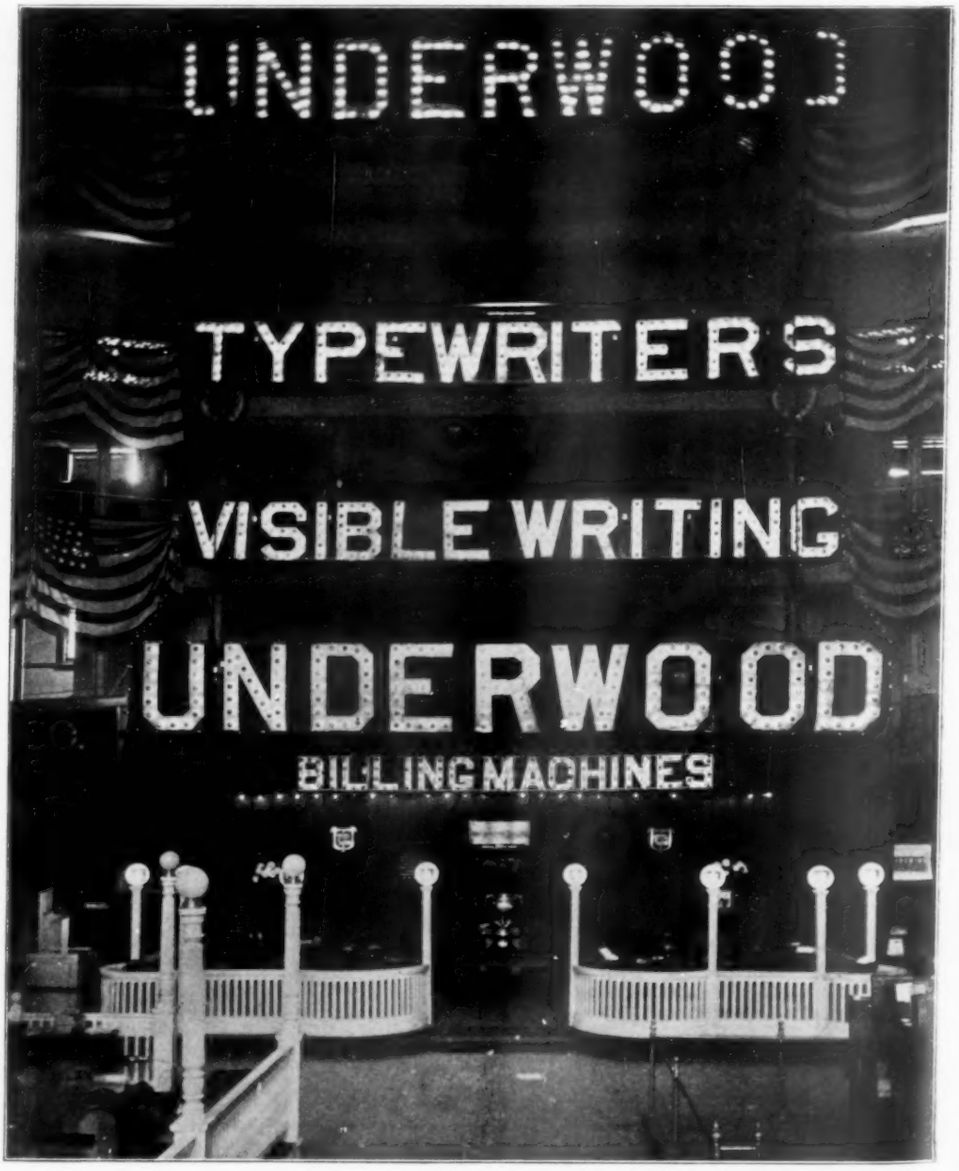
The funeral was held at the late residence of the deceased at 1340 Pacific avenue, Brooklyn, at 8 p. m. on Friday, November 8, and was attended by a large representative Remington delegation from the New York office. The interment took place at Ilion on the following Sunday. Mr. Stevens leaves a widow and two daughters.

NEW COMPANY FORMING.

Typewriter Company Likely to Locate at Flint, Mich.

A proposition looking to the establishment of a factory in Flint for the manufacture of typewriting machines was one of the special matters which claimed the attention of the executive committee of the Flint Improvement League at the regular monthly meeting of the committee at the Union Club rooms recently. Detroit gentlemen who are seeking to place a new typewriting machine on the market were present to outline their proposition for the organiztion by local capitalists of a company for the manufacture of their typewriter, and they had with them a handsome working model of the new machine for the inspection of the members of the committee. The matter was discussed at some length and finally was referred to the committee of the league on industrial interests.

The Detroit gentlemen present at the meeting were L. R. Roberts, a practical typewriter man who was for several years with the Remington company; J. Fletcher Williams, J. L. Carleton and F. M. Delano. Mr. Roberts is the inventor of the new typewriting machine, which, it is claimed, bids fair to revolutionize the typewriter business. It is a visible writer and said to be more perfect in its type-bar bearing than any of the old "blind' machines. Other points of superiority are claimed for the new machine, notably with respect to the simplicity of its mechanism and the accessability of all its parts. Particular emphasis is placed upon the fact that in the whole construction of the machine there is not an offset or a bent piece of metal, a feature which is claimed to be exclusively its own. The machine has yet to be given a name.

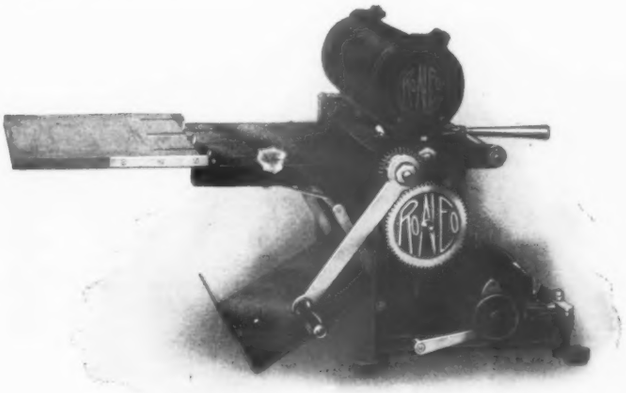


UNDERWOOD TYPEWRITER EXHIBIT AT RECENT NEW YORK SHOW.

Without Water

The RONEO Copier

Makes perfect **press copies** of outgoing letters, bills, etc., and quite automatically.



It cuts the copies automatically, too. Does not blur or crease originals. The first and only satisfactory copier produced.

Agency Applications Will Be Considered Very Shortly

The RONEO Company

332 Broadway, New York

Philadelphia: Wm. Mann Co., 529 Market Street

THE VICTOR TELEPHONE INDEX

New pattern — beautifully engraved aluminum front.

REMEMBER, The "Victor" was the first card index applied to a telephone, and although freely imitated, still leads the procession.

Price 50 cents—good margin for the retailer.

AGENTS WANTED

Victor Novelty Co., Boston, Mass.

Our Watchwords are

WHOLESALE ONLY

Wholesalers, who retail, are, to all intents and purposes simply retailers. They wholesale to **you** and retail to **your** Customers. We do nothing of the kind, but protect *your* interests for

WE SELL TO THE TRADE ONLY.

Note this fact, and when you next want machines order

RAMER'S Ready-to-sell Typewriters

All makes, Rebuilt from the frame up and guaranteed.

Wholesale Typewriter Company

108-110 Duane Street New York City

The TYPEWRITER

(By Special Correspondence.)

Hard Luck for Charles.

Of the hundreds of good fellows engaged in the various branches of the typewriter industry there is none more popular than S. A. Charles, "the veteran rebuilder." During the fall Mr. Charles has been on an extensive tour of the southern states, accompanied by his wife, and had reached Fayetteville on his way north to take in the Jamestown Exposition, when his plans were upset and his tour brought to an abrupt end by the sudden and very serious illness of Mrs. Charles. She was taken suddenly with typhoid fever, with malarial complications, and so severe was the attack that for a time her life was almost despaired of. She was taken to the hospital here, and with the most expert medical attendance obtainable, and careful nursing, she was at last reports in much better condition and quite out of danger. To make matters worse, Mr. Charles himself was for several days in bed with the fever, brought on, no doubt, by worry and lack of rest. The fraternity will be sorry to hear of Charles' hard luck, but can congratulate him that it's no worse than it is.

Albany, N. Y.

(By Our Special Correspondent.)

J. Cross, Jr., formerly a Monarch salesman in this city, has been "elevated" to the position of manager to succeed Mr. W. C. Cook, who goes to Buffalo as manager of the Monarch office there. Both of these promotions are well deserved, and their friends predict that both men will make good.

* * *

The Monarch Typewriter Company are making great strides along billing lines at the Albany office, several large concerns having adopted the Monarch Billing System last month, the only drawback being that they cannot get the Biller fast enough.

* * *

The Albany branch of the Monarch Typewriter Company has just remodeled the interior of their office, giving more space for the extra number of stenographers who are daily coming to practice and get familiar with the Monarch.

Aberdeen, S. D.

H. V. Ellis, formerly local agent for the Oliver typewriter at Aberdeen, S. D., has entered the service of the Oliver Typewriter Company in the capacity of traveler in South Dakota. Judging from the number of orders per day which he is securing, one would think that he contemplates making a record that will forever be remembered as one remarkable.

Augusta, Me.

(By Our Special Correspondent.)

Geo. W. Cochrane, Oliver representative from Boston, was in this city recently where he established an agency for his machine and reports business good and prospects for big business in Augusta exceedingly bright.

Auburn, N. Y.

(By Our Special Correspondent.)

L. V. Amann, special representative of the Monarch Typewriter Company, swooped down on this town November 21st and 22d with a full assortment of Monarch Visible typewriters, which he displayed and demonstrated in the salesrooms of Messrs. Whipple & Foreman, the local Monarch representatives. This was a special occasion, to which personal invitations had been sent out, and of the hundreds who attended the demonstration none went away disappointed.

Baltimore, Md.

In the thickest of the typewriter fray will always be found the members of the Sholes family, and so it is in Baltimore. Mr. G. L. Sholes, formerly of Chicago, has recently been placed in charge of the Monarch Typewriter Company's office here, and, true to the name, can always be found on the firing line.

Boston, Mass.

(By Our Special Correspondent.)

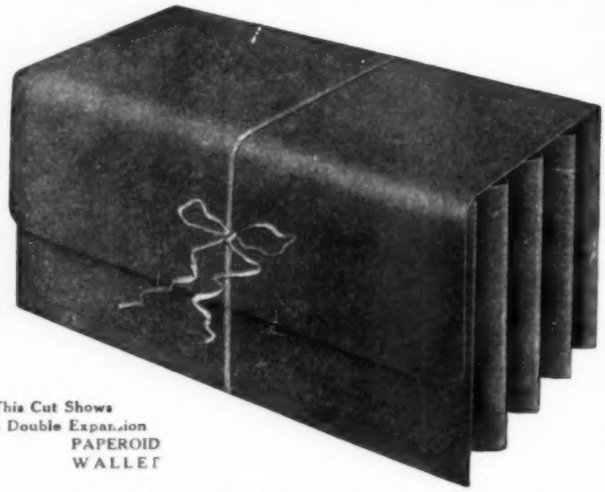
Nearly everybody knows that it takes either a cyclone, earthquake or an Oliver man to move a school committee. Two months ago at a Red Circle (Oliver) meeting, Traveling Salesman Morton undertook to sell a committee of several Oliver city salesmen. After over an hour's canvas he cried for a Book of Instructions, an Oliver catalogue and a glass of water. At the next meeting he continued his argument and began by announcing that in real life school committees never asked questions about typewriters that a superintendent of a typewriter factory could not answer and that, as a rule, the men on school committees were human. The school committee replied that such statements had no effect upon them as all of the Oliver men they had ever met seemed to know as much about arranging a curriculum and equipping a school about as well as the superintendent.

* * *

J. B. Hall, manager for the L. C. Smith &

If you don't know—you ought to know all about

"Trade PAPEROID" Mark



This Cut Shows a Double Expansion PAPEROID WALLET

We will gladly send to any office appliance

DEALER

OR

COMMERCIAL STATIONER

a liberal supply of

FREE SAMPLES

for close inspection.

THESE goods are made in all leading sizes, both flat and expanding, for filing purposes, and we are now prepared to supply them through the trade. Our full line of Envelopes and Wallets are made of **Paperoid**—which is paper of extraordinary quality and

Will wear like leather—Sold at a fraction of the price.

The color of PAPEROID is reddish brown, suggesting real leather.

We are making a better and more comprehensive line of filing envelopes and wallets for the permanent care of papers of value than has heretofore been obtainable. They are designed for the use of Banks, Bankers, Trust Companies, Insurance Companies, Lawyers, Real Estate and Insurance Agents, Architects, Engineers, Contractors and business men generally.

The character of **Paperoid** is more like a pure rope paper than anything else obtainable in the market, but it is made under special supervision and is not to be compared with the so termed **"Pure Rope"** found in the paper stores.

It is fully ten years since we made our first experiments, putting these goods into the hands of Lawyers, Bankers and others.

The goods have always given entire satisfaction and from year to year we have increased the output of our plant.

Paperoid is a "coined" word with us and we have it secured by a Registered Trade Mark.

We make also **Paperoid Bank Mailing Envelopes** for mailing valuable papers which are superior to cloth lined envelopes. All regular sizes from 4x9½ up to 10"x16".

Our lists of sizes of flat wallets for filing includes all regular sizes from 4x9½ inches to the largest cap and folio sizes. Since the vertical filing system came into so general use, very many large size envelopes and wallets are used.

Our list of sizes of Expanding Wallets is equally comprehensive. All expansions.

We also make a full line of Pocket Envelopes of smaller sizes for advertising purposes.

We invite all stationers who have demand for extra good envelopes and wallets for filing papers, securities, etc., to correspond with us. We make the goods — we guarantee the quality. Our prices are right—our discounts are fair. Write us of your needs and we will respond promptly with samples and prices.

WRITE FOR TERMS, DISCOUNTS, SAMPLES, ETC.

ALVAH BUSHNELL COMPANY

4 North 13th Street :: Philadelphia, Pa.

Our PAPEROID goods received universal attention at the recent National Business Shows Held in New York, Chicago and Philadelphia.

TYPEWRITER NEWS.—Continued.

Bros. Typewriter Company, as a reward for the excellent business produced by the sales force for the month of October, had the boys of the New England organization as his guests at a banquet at one of the neighboring hostelries. A pleasant social time was spent and after the good things were well partaken of the boys boarded autos, returning to the city in time to enjoy a show at the theatre, after which a rousing three cheers were given for Mr. Hall and the Smith Brothers.

* * *

Miss Walsh, of the Oliver Co., "One of the best reasons that I have for wanting to be a man is that I would some day be a manager and get to go to Chicago to the convention."

Buffalo, N. Y.

(By Our Special Correspondent.)

E. H. Metcalf, former Monarch manager here, has been transferred to Pittsburg, much to the regret of his many friends in Buffalo.

* * *

The Buffalo office of the Monarch Typewriter Company is making a strong play on its Employment Department and the report goes out that very gratifying results are being obtained.

* * *

W. C. Cook, the new Monarch manager here, has "caught on" to the swing of things and is vigorously bringing the Monarch before the eyes of some of the largest concerns in Buffalo.

Butte, Mont.

(By Our Special Correspondent.)

The Monarch Visible typewriter is handled in Butte by Kemper & Swanberg, at No. 120 West Broadway. This firm has one of the most complete and up-to-date typewriter offices in the west, and with the new Monarch Visible will surely make progress. Their repair department is one of the features of their office.

Buffalo, N. Y.

(By Our Special Correspondent.)

L. W. Clemons, the Oliver traveler, says that it is 107 miles from Bliss to Machias Junction. He ought to know, as he walked it and carried a No. 5 typewriter and a suit case. He says he was out of alignment for two days and that Edward Payson Weston can keep his medals as far as Clemons is concerned.

* * *

A very smooth young man walked into the Oliver Typewriter Company's office in Buffalo and after looking over the No. 5 model, decided that he would like to buy one to take with him. He did not want to be bothered with such little details as sometimes follow the purchase of a machine, but dashed off a check for the full amount at once and wished to make immediate arrangements to take the machine with him. The check was drawn on the Market Bank of Lockport. As it happened, the manager knew that there was no such bank located at that point. The young man did not get the machine, but he showed every indication of being an old hand at this sort of game. Your correspondent understands that a certain business man in Buffalo has made a further investment in experience since this smooth young man came to town and another business man, who has been rather backward in cutting his eye teeth, has had a very recent addition to his masculatory apparatus.

* * *

If a certain Oliver typewriter man does not spend some money pretty quick, there is going to be trouble among his friends. Here is the way he was taken into camp by a fellow salesman: "I hear you have just sold an Oliver to a Deaf and Dumb Institute," said his friend. "How did you do it?" "I talked with my fingers and spaced with my thumbs."

* * *

Chas. E. Marsh, formerly a traveling passenger agent of the Lake Shore, is now connected with the Oliver Country Sales Force. Mr. Marsh deserves his popularity among the railroad boys and his ever-increasing sales would indicate that he hasn't lost any of his business-getting qualities in changing to the Oliver forces.

* * *

Geo. L. Miner of the Geo. L. Miner Co., representing Oliver interests in Rochester, was here the other day. Judging by Mr. Miner's brisk movements, it is very easy to see the cause of the Oliver's popularity in his field. He reported a very encouraging and satisfactory business for the past year. Mr. Miner is very proud of his home city and it is as much as the life of a Buffalo man is worth to cast any reflections on that particular suburb of Buffalo.

Cleveland, O.

(By Our Special Correspondent.)

O. E. Hull, a typewriter man of much experience, has been appointed to succeed G. M. Carpenter as manager of the Monarch interests in Cleveland, the latter gentleman having resigned his position here to accept the management of the typewriter department of the State Company, at Columbia, S. C., one of the most progressive typewriter dealers in the south. While leaving the Monarch Company's payroll, Mr. Carpenter does not desert his colors, for his new position will place him in charge of the Monarch interests in the two entire states of North and South Carolina. Mr. Hull will have to "keep moving" to maintain Mr. Carpenter's former record at Cleveland, but the boys who know him say "he can do it easily."

Concord, N. H.

(By Our Special Correspondent.)

The Oliver is represented in this territory by

TYPEWRITER NEWS.—Continued.

will no doubt maintain Oliver traditions. Mr Holbrook is a hustler of the first division.

Columbus, O.

E. H. Sell & Co., the popular dealers for the Monarch Visible in this territory, report that business in their typewriter department was never so good as at present, the month of October being an especially good one. They are giving out no figures, but the smile carried around by their Mr. Caldwell is nevertheless significant.

Columbia, S. C.

At the State Fair, recently held in this city, one of the most attractive and interesting exhibits was that of the State Company, exclusive dealers in North and South Carolina for the Monarch Visible typewriter. The exhibit was devoted exclusively to the typewriter branch of their business, and a variety of Monarch late models were shown, including the wide carriage and billing machines. Mr. E. T. Townsend, Monarch salesman in Charleston for the State Company, was in charge of the booth during the week, and his time was fully occupied in demonstrating his machines to the hundreds of interested visitors. Mr. Townsend reports very gratifying results of the exhibit, and states that the State Company's already large business in the typewriter department is steadily on the increase.

Charleston, W. Va.

(By Our Special Correspondent.)

Fred V. Harm, the Oliver Typewriter Co. traveler for Virginia and West Virginia, reports an excellent business in his territory and now boasts at having over 8,000 Olivers in use in this territory.

* * *

The L. C. Smith & Bros. Typewriter Co., Mr. Carter manager, reports a fine business in his territory. They have a very pretty office here.

* * *

O. H. Michaelson, the agent for the Fox typewriter and the Pike adding machine, seems to be holding his own.

* * *

J. D. Bright, formerly with L. B. Graham Co., Chattanooga, is now connected with the Banner agency as manager, and Mr. Bright claims that his office has sold more typewriters in West Virginia than any other agency. They are opening up in grand style and expect to add all kinds of office appliances to their agency.

* * *

A. P. Gates, agent for the Barlock, seems to be getting his share of the business here.

Chicago, Ill.

(By Our Own Representatives.)

F. L. Peterson, formerly a salesman of the Monarch Typewriter Company at Milwaukee, has been transferred to the Chicago office.

* * *

C. C. Beatty, who has had considerable experience in the typewriter business at Kansas City, has been appointed a member of the Conarch selling force.

* * *

H. K. McKenzie, formerly with the Smith Premier Typewriting Company, is now a salesman for the Chicago office of the Monarch Typewriter Company.

* * *

The Typewriter Exchange, with E. A. Schermeier in charge, have recently been putting to the mails some new advertising literature, and one piece is a large circular, some 15 by 40 inches, entitled a "Chain of Evidence," in which they discuss the second-hand market, the rebuilding features and tell retail buyers why they should patronize this exchange. The circular is printed on both sides, and could not very well be received without considerable notice by the one addressed. We understand that very excellent returns are being derived from such publicity.

* * *

December means much to the Oliver organization in Chicago, for during the month the selling organization of this company will convene in Chicago and a formal opening of the new Oliver building will be the result—and, like all Oliver doings—the affair promises to be the "swellest" in history. Our correspondent hopes to be able to nibble at the cake or enjoy some of the crumbs.

Cincinnati, O.

(By Our Special Correspondent.)

The Hammond Typewriter Co. is now located in the Neave building. It is understood that under new management they have been doing much business in this territory, and have just recently closed three large contracts.

* * *

The Oliver Typewriter Co., according to our correspondent, heads the list for the last two months in the number of sales, although they have the greatest number of salesmen in the field.

* * *

Mr. Leonard, who was formerly with the Standard Adding Machine Co., and now with the Oliver organization here, heads the list with that company last month.

* * *

Salesman Kelly, of the Oliver Company here, who has been covering Covington and country territory (suburban), has been assigned to new territory on the road in Indiana.

* * *

Manager Know, of the L. C. Smith & Brothers Typewriter Co., has been contemplating opening branch offices at Louisville, and one at Dayton.

Typewriter Ribbons

in

Special Brand Tinware

Do you sell typewriter ribbons in decorated tinware bearing your manufacturer's imprint? DON'T DO IT. You are building up a business for him, which he can take away from you at any time. You are selling his ribbons — not yours. In addition you are prevented from buying on the open market, even though far greater values are offered you by other manufacturers.

Do you sell ribbons in plain undecorated boxes? Don't do it.

The package creates the first impression. It takes a remarkable ribbon to offset the unfavorable impression which a plain box always makes.

Buy your typewriter ribbons in decorated tinware bearing your own brand name and your name and address.

We are now prepared to furnish all grades of ribbons in special brand tinware, without extra cost.

Suggest a brand name to us and we will send you a sample ribbon without charge in your own box. The quality of the ribbon will speak for itself.

Neidich Process Company

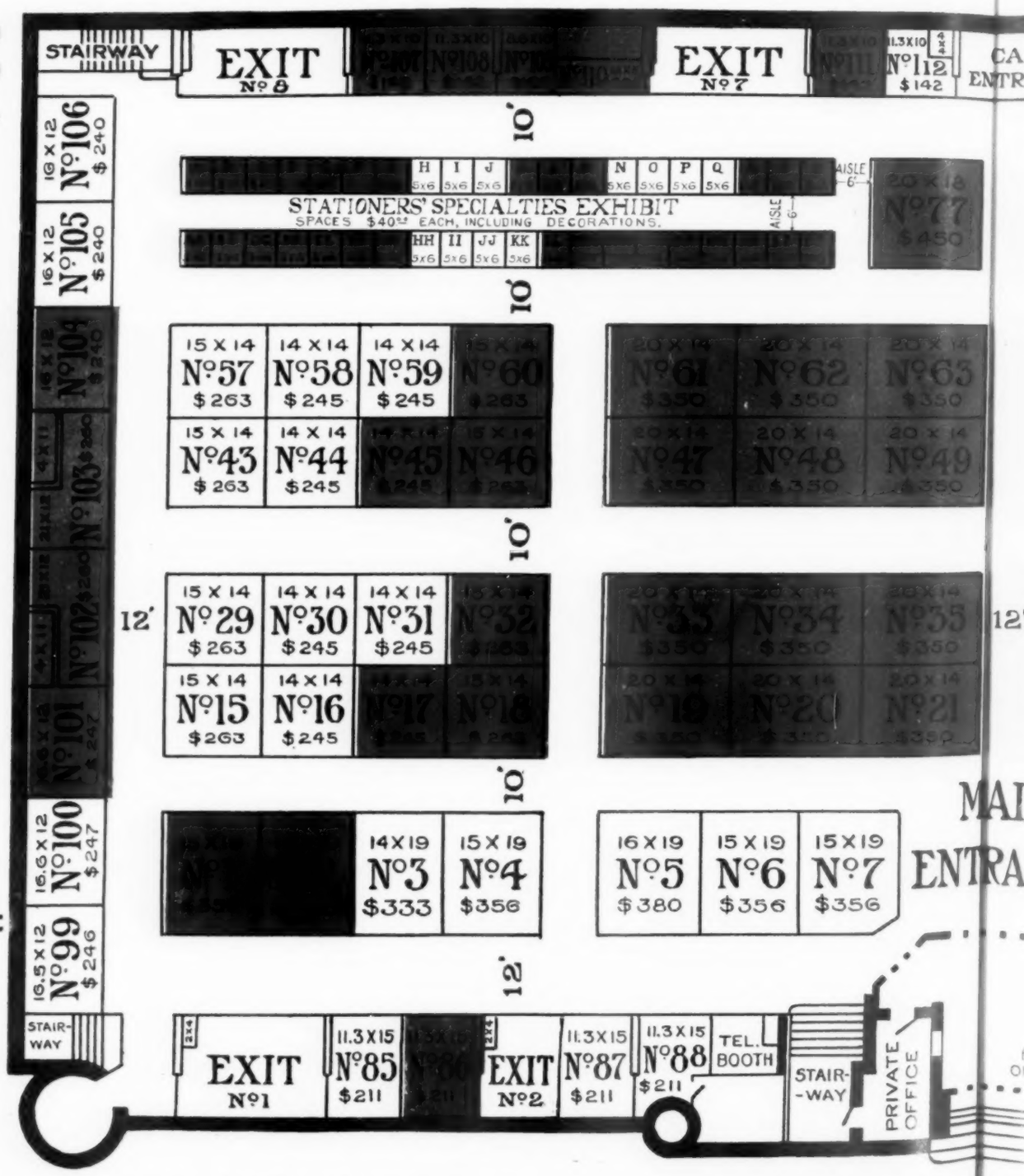
Burlington New Jersey

THESE SHOWS PAY OTHERS

EIGHTH NATIONAL COLISEUM

OPENS Saturday, February 1st

Prices Marked in Spaces Include All



Spaces in Red are Sold

Names and

National Business Show Co.

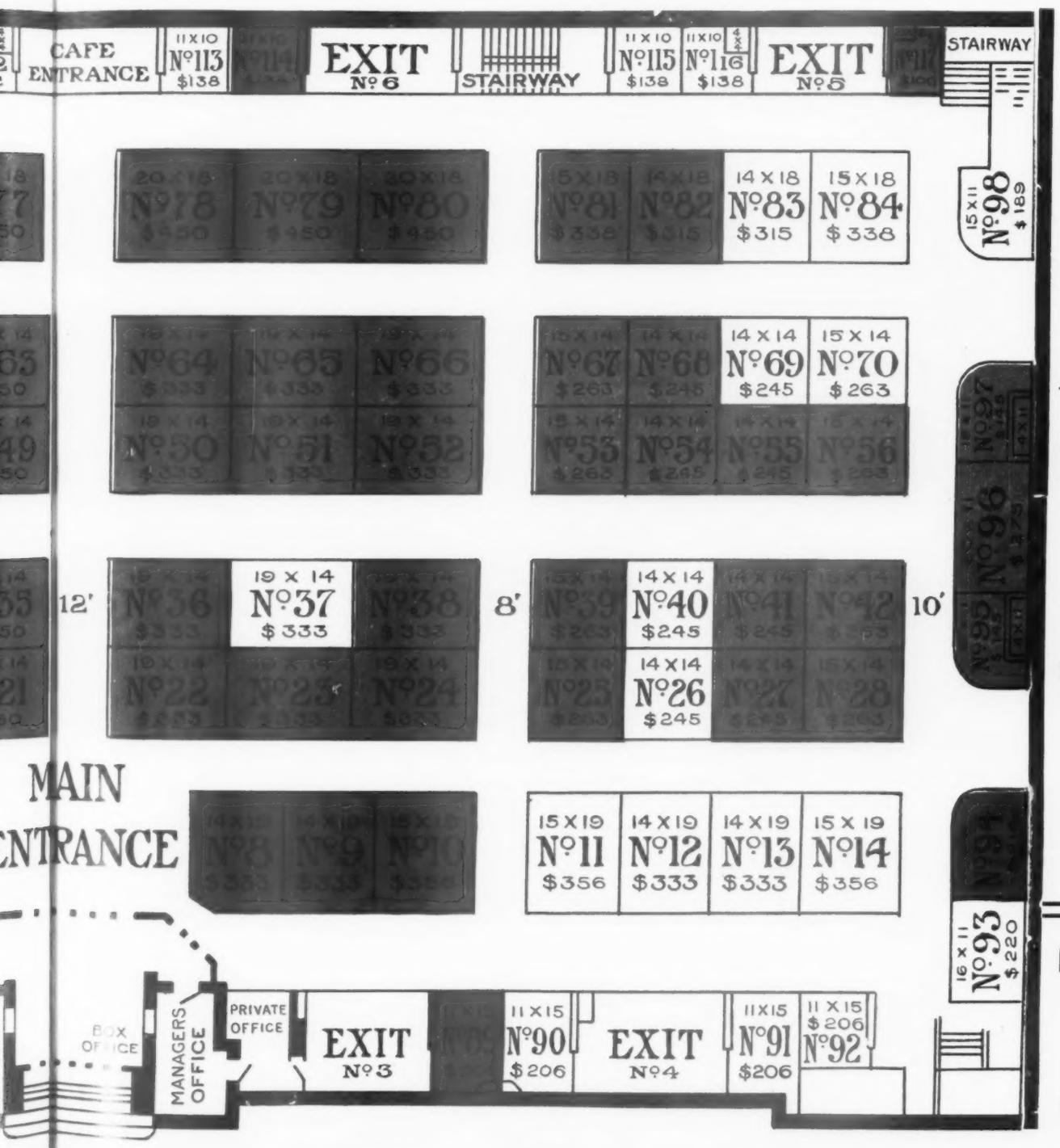
Plymouth Bldg.
CHICAGO
Telephone 3698 Harrison

AL BUSINESS SHOW

UM, CHICAGO

CLOSES Saturday, February 8th, 1908

de All Decorations, Signs, Furniture, Etc.



THEY WILL PAY YOU

National Business Show Co.

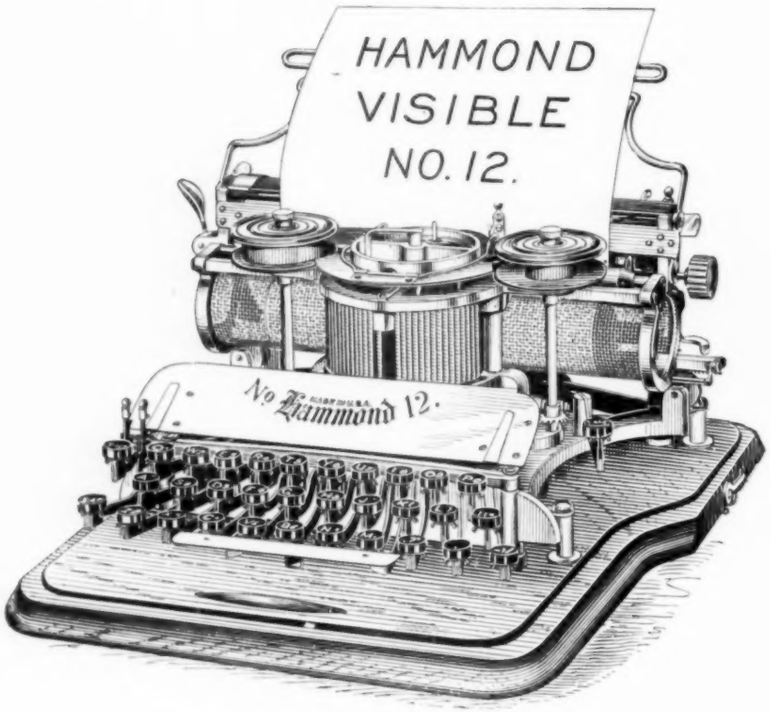
Plymouth Bldg.
CHICAGO
Telephone 3698 Harrison

es and Further Information Furnished on Application

Santa Claus

Uses the No. 12 Model

Hammond Typewriter



Better than the Best.
Easiest operated.
Collision of type impossible.
Alignment perfect and permanent.
Uniform Impression.
Sight of writing unobstructed.
Escapement perfect
and for other reasons which we will
explain on application.

The Hammond Typewriter Co.

69th = 70th Street, East River

New York, N. Y.

TYPEWRITER NEWS.—Continued.

It is anticipated that these two branches will be opened in the near future.

* * *

Messrs. Moss & Goss, a selling pair connected with the Smith Brothers in this city, have been doing some excellent "team work" and are placing a large number of Smith Brothers machines.

* * *

The American Writing Machine Co., with offices at Fourth and Plum streets, this city, although opened for two months, have not yet really begun business or secured the orders in volume that they intend to in the near future.

Dayton, O.

C. J. Osborne, for some time associated with the Cincinnati office of the Smith Premier Typewriter Co., has been made manager of the Dayton (O.) branch of the same company, who maintain an office at 4 N. Jefferson street. Mr. Osborne is an old time resident of Ohio and with his complete knowledge of the typewriter trade, should be numbered among those who make a success for this machine and themselves.

Dallas, Tex.

(By Our Special Correspondent.)

W. W. Manning, recently appointed dealer for the Secor typewriter in Texas, has just received his first consignment of the new Secor typewriter and these are being distributed to sales made from a sample machine.

* * *

J. F. Kinnard, former secretary of the Texas Typewriter Co., Dallas, Texas, has gone into the typewriter business on his own account, securing the dealership for the Monarch Visible. Mr. Kinnard, who is a graduate of Texas Christian University of Waco, Texas, was formerly associated with the Texas Typewriter Co., and has learned the typewriter business from mechanical department up to secretary and assistant manager. With thorough preparation combined with his hustling qualities, he is sure to succeed with a typewriter so popular as the Monarch Visible.

Flint, Mich.

The Flint Improvement League have before them a proposition from some typewriter company who are likely to locate in this city, providing the right local inducements are offered. A meeting was scheduled for November 4th, but has been postponed a week.

Fort Worth, Texas.

(By Our Special Correspondent.)

A certain typewriter man advises us that he recently received a communication from a party in Mexico who wanted to do business with the Fort Worth man "because I saw in Office Appliances that you handled the * * * machine in Texas." This indicates that our foreign friends consider the reading columns as well as the advertisements.

* * *

A. L. Amis, the new Underwood man, was so unfortunate as to have to move from his office on Houston street last week, when the firm from which he had rented dissolved partnership and closed up their office, and the building was rented to another firm which expect to utilize the entire space. Mr. Amis was just getting located and down to business, and disliked to have to change his address, but expects to be in a new office on Main street before another week.

* * *

S. L. Ewing, state agent for the Fox, was in our city recently and transferred the agency here to L. E. Kennedy, of the Keystone Printing Co. Mr. Kennedy has been conducting a typewriter exchange, and will be in a position to introduce the Fox to the public in an able and energetic manner.

* * *

A. A. Griffith has moved the Royal typewriter office from his old stand at 414 Houston street to 1112 Main, and has an attractive window full of typewriters for the passers-by to meditate upon. Mr. Griffith was most fortunate in securing this location, as it is almost the center of Main street and in the most traveled block in the city. T. P. Day will conduct a branch office for Mr. Griffith at the old stand, thus the Royal is represented on both the principal streets.

* * *

Fort Worth has been a little quiet recently, and the typewriter men have felt the decrease in buying along with the other merchants and dealers.

* * *

The Oliver people seem to be busiest in their repair department, which would leave the impression that the public prefers to have their Olivers mended rather than to buy new during these panicy times.

Hartford, Conn.

(By Our Special Correspondent.)

E. M. Stanton, representative of the Oliver Typewriter Co. here, accompanied by Mrs. Stanton, visited Boston recently, his headquarters, and it is supposed that he "delivered a line of orders." Surely no other emergency would tempt the invincible Stanton to leave the battle-field.

* * *

Oscar Blomquist, manager for the Hartford office of the Underwood, a native of Bristol, Ct., spent a few days recently in that city among his friends, who are proud of the success he has achieved since leaving them.

Harrisburg, Penn.

According to local press, the plant of the Elliott-Fisher Company here began working on half time.

TYPEWRITER NEWS.—Continued.

W. J. Holbrook with headquarters in Boston, and under his leadership Oliver agents in his territory commencing with November 18th, and the same was to continue indefinitely until the outlook in financial circles are better. The plant were working on a sixty-hour-a-week basis, this being cut to thirty hours a week, or about five hours a day. The reduction affects about 200 men, all skilled mechanics, but it is not expected that it will continue very long, as the present feeling among the manufacturers and in financial circles is that the worst has passed and money is now much easier.

Some of the best mechanics in the typewriter trade are employed in this plant and their wages are as high as received anywhere for the same class of men.

Ilion, N. Y.

(By Our Special Correspondent.)

Wm. A. Loomis, a bonus man of twenty-two years' service with the Remington Typewriter Co., has accepted a position with the Yetman Transmitting Typewriter Co., of North Adams, Mass. Mr. Loomis' record with the Remington Company as an inspector is very high, having been classed as one of the experts in the organization. In addition to his typewriter work, he was interested in a soap paste and extract business, which he has sold to others.

* * *

E. D. Moore has gone to Richmond, Va., where he has accepted a position in that territory as salesman for the Underwood Typewriter Company.

* * *

W. H. Miller, who took a complete course in the Remington Typewriter Repair School in Ilion and who went to New York in July of this year, has been advanced to the position of repairer at the Providence (R. I.) branch office of the Remington Typewriter Company.

* * *

F. R. Wright, who took a complete course in the Remington Typewriter Repair School in Ilion, and who went to New York in July, has been advanced to the position of repairer at the Macon (Ga.) office of the Remington Typewriter Company.

* * *

Thomas Davis, who took a complete course in the Remington Typewriter Repair School, and who went to New York in March last, has been advanced to the position of repairer at the Birmingham (Ala.) branch office of the company.

* * *

Samuel Irlam, for many years prominently identified with the interests of the Remington Typewriter Company, is now connected with the Toledo (O.) office of the Underwood Typewriter Co.

* * *

On November 6th occurred the death of James Stevens at St. John's hospital, Brooklyn, aged 52 years. On the Monday night previous Mr. Stevens was stricken with an apopletic stroke, while on his way home from New York, on an elevated train. He was immediately taken to the hospital, where he remained in an unconscious condition until his death. He was widely known in Ilion, where he formerly resided and where he received his first knowledge of the Remington typewriter by a number of years spent in the factory, and this in the early days, when the machine was not as far developed as at this age. He went to New York for the company as a repairer and later was made a salesman, and was one of the oldest salesmen in the business, and known to all those throughout the country who were in any way identified with the typewriter business. He was a bonus man of the Remington Company and the proud possessor of a thirty-year medal. Mr. Stevens was married a few years ago to Miss Elizabeth Irlam of this village and always retained interest in the home town and was especially at home at all the typewriter gatherings and without him they seemed incomplete. He is survived by his wife and two daughters.

His remains were brought to this village, where the funeral services were held and were accompanied to this village by a number from the New York office. The funeral services were largely attended by friends and the local officials of the typewriter company and the following delegation from the New York office: William F. Miller, G. C. Hallenbeck, A. L. Ruiz, A. H. DeWitt, and D. Van Holland.

Kenosha, Wis.

On November 12th a meeting of the creditors of the Visible Typewriter Co., of Kenosha, was held, at which a strong attempt was made by attorneys to knock out the $200,000 bond issue as collateral security issued some time before the bankruptcy. The officials were examined to ascertain the company's condition at the time the bonds were issued. Some of the debts were secured by the issue, while others were not.

Louisville, Ky.

(By Our Special Correspondent.)

A. J. Schwartz, who has been connected with the Louisville office of the Underwood Typewriter Co., for the past four years, has accepted a position with the head office of the same company in New York. He is now doing special work and is temporarily located at the Albany office.

Little Rock, Ark.

(By Our Special Correspondent.)

P. S. Hillman, the Smith Premier manager here, was presented with a box of cigars by a competitor—why, we are at a loss to know, as our correspondent is not clear on the subject. We, however, thank the competitor for Mr. Hillman.

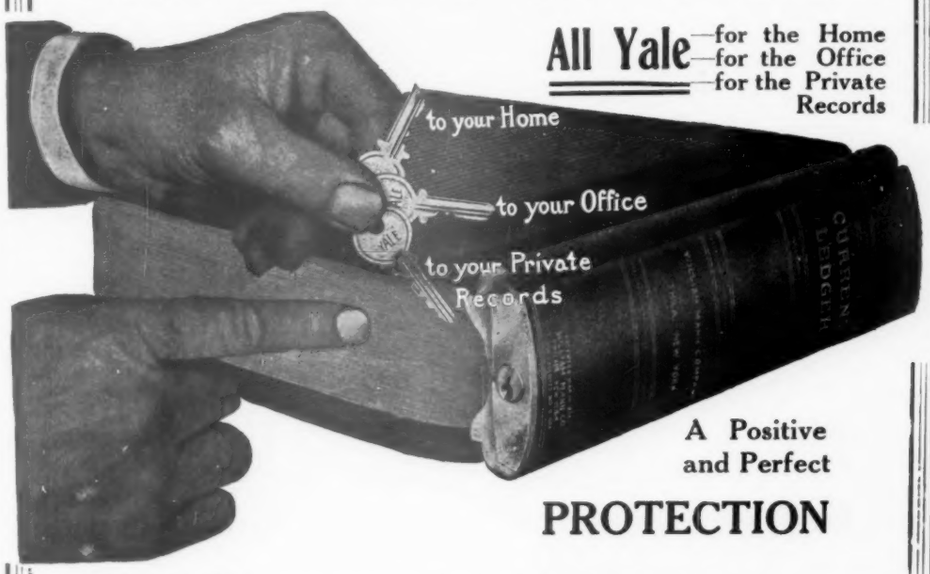
TO THE TRADE

We desire to create an EXCLUSIVE AGENCY in each city. Here is your opportunity to **minimize** loose leaf **competition.** While there are other loose leaf lines—there is ONLY ONE LIKE THE MANN LINE, and

THE MANN LINE IS THAT ONE

THREE KEYS OF A KIND

All Yale—for the Home
—for the Office
—for the Private Records



A Positive and Perfect

PROTECTION

MANN Binders may be fitted with YALE TUMBLER LOCKS, insuring absolute security. Binders open and close with ONE KEY. Records that are worth making are worth protecting, and the Mann System of Record Insurance appeals to the business man with the same force that Yale Lock Protection appeals to him for his house or office protection. From start to finish—all along the line—the best workmanship, the best material, the best results are seen.

The actuating mechanisms are simple and strong, and there is no loose leaf outfit made which compares with it from the viewpoint of perfection.

The Mann Loose Leaf Devices

Embody all the qualities which have made the Mann Blank Books and Copying Books a standard for sterling worth for so many years. They are constructed to give satisfactory service and will be a credit to any who handle them—are fully guaranteed in every respect.

Write to us with a view of obtaining the agency in your city.

WILLIAM MANN COMPANY

Blank Books, Loose Leaf Devices, Filing and Card Index Cabinets and Supplies, Stationery, Printing and Lithographing

529 MARKET STREET
PHILADELPHIA
105 Chambers St., New York

TYPEWRITER NEWS.—Continued.

H. P. Sutton, district manager for the Underwood Co., who has recently opened an office in Fort Smith, Ark., paid the local office a visit of inspection.

* * *

B. W. Reynolds, formerly in southeast Arkansas for the L. C. Smith & Brothers Co., has left that company.

* * *

F. S. Willis, who has been in charge of the local office for the L. C. Smith Brothers Co., has returned to St. Louis to live.

* * *

M. Sikes of St. Louis has taken charge of the L. C. Smith Brothers Typewriter Co. here.

* * *

John McRaven reports that he is selling more Remington's than ever.

* * *

Willett Hall, a Little Rock boy, with only a few months' experience, is making a great success as manager of the Little Rock office for the Underwood.

* * *

Parkin-Longley Company, state agents for the Fox Typewriter Co., sold upwards of 150 machines since taking the agency, which is certainly a good record for this territory.

Moline, Ill.

Carlson Brothers, office outfitters of this city, have recently been appointed representatives for the Monarch typewriter for the "Tri-City" district.

Montreal, Que., Canada.

(By Our Special Correspondent.)

The store occupied by William M. Hall & Company, representatives of the Smith Premier Typewriter Co., was visited by fire on November 27th and suffered a loss amounting to about $2,250, covered by insurance.

The fire was undoubtedly due to careless plumbers, who were working in the building. Mr. Hall was able to continue his business without interruption, owing to the fact that the fire was confined to the basement of the building, and the store proper saved.

Montreal, Canada.

The Monarch Typewriter Company report that October sales were not only the greatest in the history of Montreal office, but almost doubled previous records. The Monarch Employment Department is gradually forging ahead, and it is now recognized that the Monarch can supply not only the right machines, but the right kind of operators.

Memphis, Tenn.

(By Our Special Correspondent.)

James E. Washington, proprietor of the Progress Printing and Typewriter Co., is also the publisher of the Mid-Weekly Progress, a local newspaper, in which he is able to advertise his goods.

The Progress Printing & Typewriter Co. are agents for the Monarch typewriter, and are representing the A. R. Taylor Co.'s line of office supplies.

Mexico, Mex.

(By Our Special Correspondent.)

The Remington Typewriter Company here is now represented by J. R. Stanford as manager, with R. W. Crain as assistant and chief salesman. Mr. Stanford was for several years in the Atlanta (Ga.) office, and traveled extensively in the interest of the Remington throughout the states of Georgia, Alabama, South Carolina and Florida, while Mr. Crain was formerly in charge of the sub-branch office at Topeka, Kansas, for more than two years, having for some time prior to that traveled in the western portion of that state. Both of these gentlemen have been for quite a while identified with the Remington office in Mexico City, and are well known to both the Mexican and foreign business public here.

* * *

The handsome office of the Remington Typewriter Company, Esquina de Cinco de Mayo y Santa Isabel, continues to be the center for the American traveling public, both tourists and commercial, visiting the City of Mexico.

* * *

C. H. Bartlett, foreman of the repair department of the Remington, has just returned from an extended visit to the United States, having visited the "old folks at home," making a tour of St. Louis, Kansas City, El Paso and other points in the west, this being his first visit home for the past five years. Mr. Bartlett's many friends welcome his return. He expresses himself as well satisfied with the trip, and glad to get back to Mexico's genial climate. Mr. Bartlett is an enthusiastic member of the Country Club, where, as captain of the golf team, his brilliant playing continues to attract attention.

Minneapolis, Minn.

(By Our Special Correspondent.)

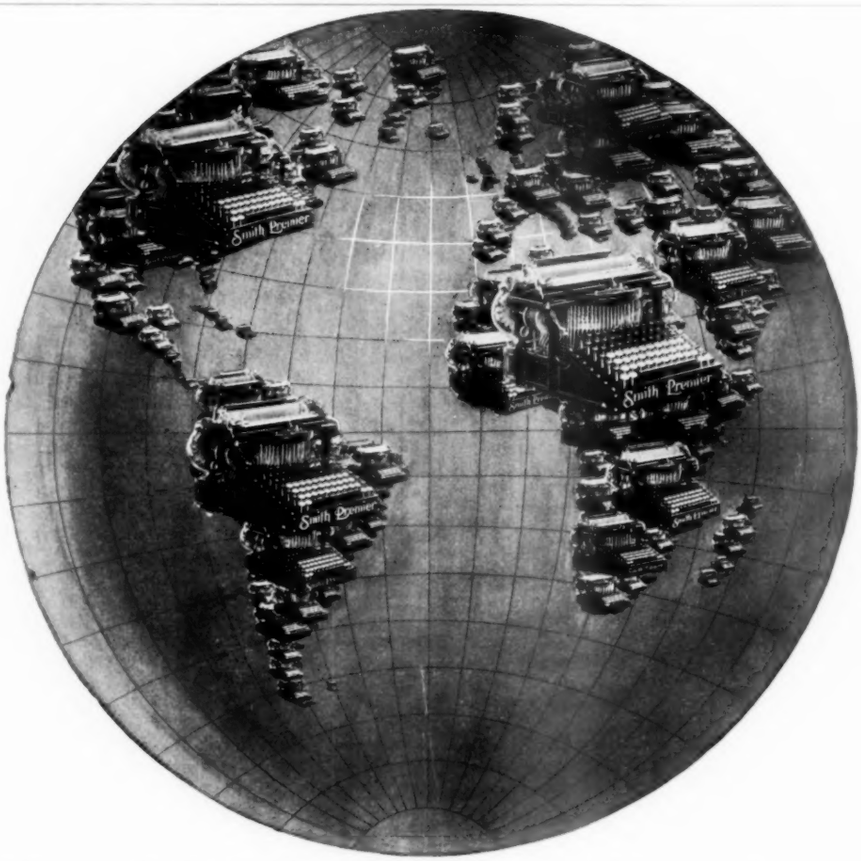
N. A. Gans, of the Oliver traveling force, has taken unto himself a bride, and the box of Betty Singleton's cigars that he distributed among the Oliver boys at Minneapolis was highly appreciated.

* * *

The New Red Circle organization of the Minneapolis branch office of the Oliver Typewriter Company, is planning some very interesting events in the near future.

* * *

A. P. Jones, local dealer for the Oliver typewriter at Jamestown, N. D., has accepted a position with the Oliver Typewriter Company as



World-Wide Distribution

There is no mistaking the superiority of a typewriter that, in 17 years, has built up a market in every part of the civilized world. This international endorsement of

The Smith Premier Typewriter

proves our right to offer it to you as the world's best typewriter. Write us or any Smith Premier branch for a detailed description of its advantages.

THE SMITH PREMIER TYPEWRITER COMPANY, Syracuse, N. Y.

BRANCHES EVERYWHERE

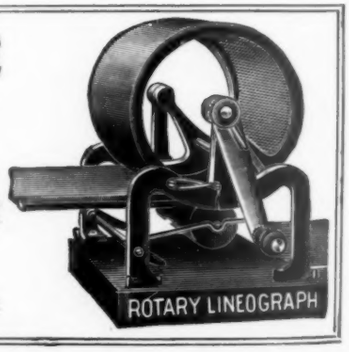
PUBLIC NOTICE TO THE TRADE

Write us for free copy of the decision of the U. S. Circuit Court of Appeals reversing the decision restricting sale of duplicating ink to persons using Rotary Neostyle.

THE LINEOGRAPH ROTARY OR FLAT DUPLICATOR

makes 1000 perfect copies, costs 100 per cent. less than similar duplicators, and has no license restrictions. Don't buy any duplicator until you have seen the Lineograph. **Write for Circular.**

THE LINEOGRAPH COMPANY, 112 Fulton St., New York



TYPEWRITER NEWS.—Continued.

traveling salesman. We predict for Mr. Jones a rich future in the typewriter business.

New York City, N. Y.

(By Our Special Correspondent.)

The Dust Proof Typewriter Cover Co., of 60 Wall street, and 154 Maiden Lane, is now in the hands of John A. Wade, as receiver. A judgment was entered for John M. Bell for $1,333. Mr. Bell is a director in the company. Sterling Pierson, as president and treasurer, obtained a judgment against the company in August last for $1,086. The company was incorporated in 1905 for $300,000.

* * *

The Royal Typewriter Co., through Mr. Neahr, reports that business is booming, the factory being about 1,000 machines behind orders. Work on the new factory is being rushed without limit, and the roof will be on about November 15th.

* * *

Mr. L. D. Camps of the Royal Typewriter Co. has just returned from a trip through the west, where he found business everywhere good.

* * *

Edward S. Smith, who has been connected with the Elliott-Fisher Co. for the past seven years as chief accountant in the New York office, resigned on the 1st of December.

* * *

The Underwood Typewriter Co. have had a number of large mirrors fixed to the uptown side of their office. It improves the appearance of the room very much.

* * *

B. F. Wade, a former typewriter salesman, has been arrested for alleged purloining of typewriters. He has made several second-hand dealers his victims, as well as two or three stenographers, who entrusted their machines to him for rental purposes.

* * *

The Underwood Typewriter Co. have been awarded the Gold Medal at the Jamestown Exposition for Typewriter, Typewriter Billing Devices and Duplicator.

* * *

Mr. J. E. Nehr, general manager of the Royal Typewriter Co., has just returned from a trip through the west. He reports business as being on the slump somewhat, owing to the financial distress.

* * *

W. H. Bracey, a well known typewriter man, has joined the ranks of the visible writer enthusiasts, and is now with the Monarch Typewriter Co., with a New York territory.

* * *

W. Y. Foseicke, formerly with the Underwood Typewriter Co., has accepted a position as salesman with the Monarch Typewriter Co. He has a city territory.

* * *

E. W. Eurich, formerly repairman with the Elliott-Fisher Typewriter Co., has gone to Toronto on behalf of his company, where he will act as salesman.

* * *

Louis Cherry, the well known Oliver repair man, who is now with the Wholesale Typewriter Co., picked another cherry from the Garden of Eden on Thanksgiving day. There was a large gathering of friends and acquaintances at the wedding, which took place in the evening. The happy couple have the best wishes of their many friends.

* * *

The Elliott-Fisher Co. do not find that the "hard times" extend to their friends on the other side, as they are exporting more machines than they ever did in the history of the company.

* * *

The Junior typewriter, the small, handy portable machine is making good progress, and meeting with a very considerable amount of success. It has been improved, and is now in much better shape than ever before.

* * *

R. R. King, manager of the Smith Premier Typewriter Co., has just returned from a trip to South Carolina, where he visited his relatives. He spent Thanksgiving day with the "old folks at home."

* * *

The death of James G. Stevens, the popular and well known salesman of the Remington Typewriter Co., came as a great surprise to all in the typewriter business. It was totally unexpected, and coming so close after Mr. Wilson's premature decease, has cast a gloom over 327, which it is hard to dispel. We publish particulars of the death of Mr. Stevens elsewhere.

* * *

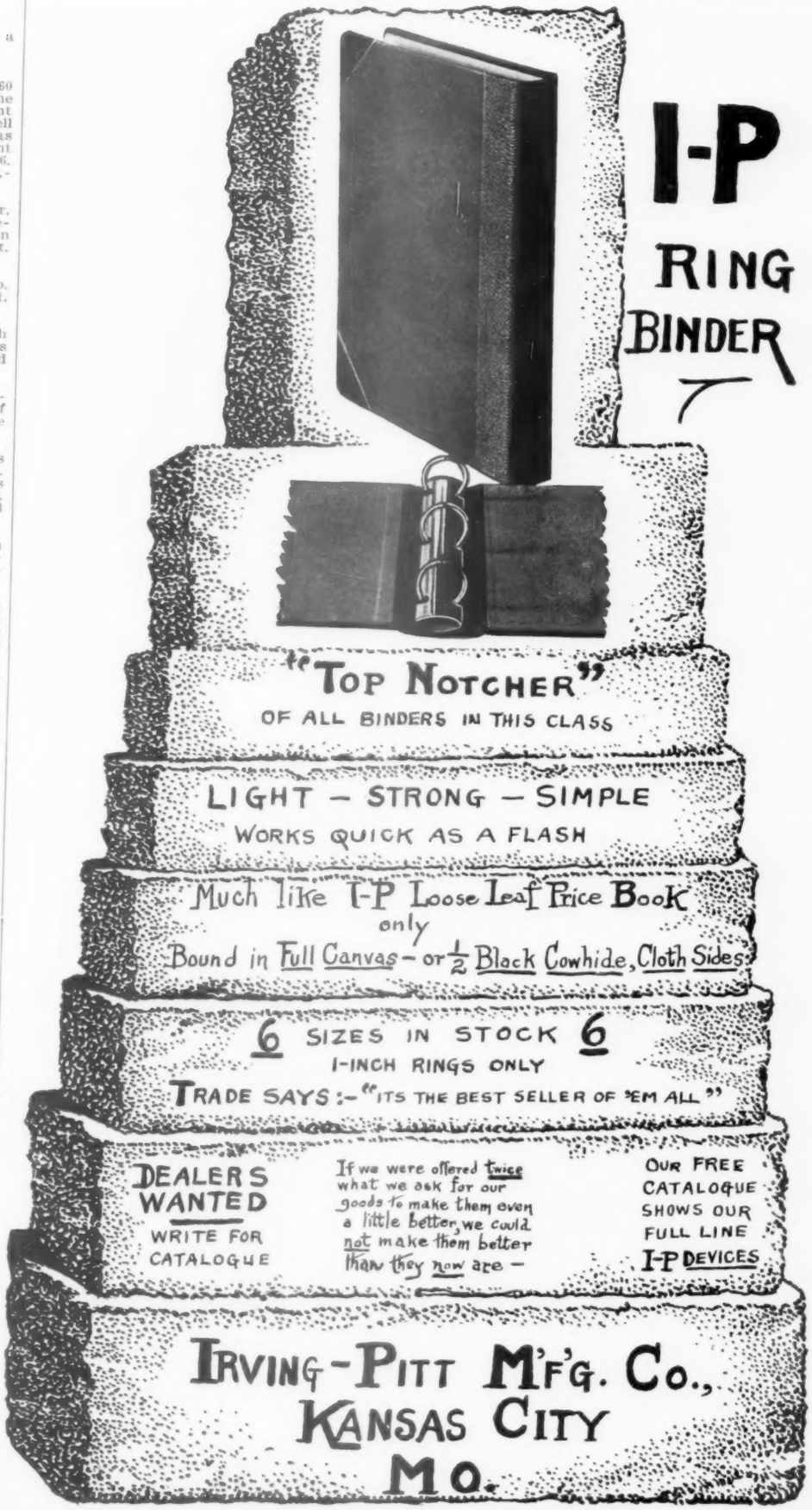
There have been a few changes in the salesmanship staff of the Remington typewriter, necessitated by the untimely death of Mr. Stevens. A. A. Fraser, Jr., has been appointed to the territory which Mr. Stevens held for so long. A. L. Ruiz has Mr. Fraser's territory, and W. H. McBee has succeeded Mr. Ruiz. M. K. Deale is looking after the schools, formerly in charge of Mr. McBee.

* * *

An interesting article appears in the November issue of "Success" as to the appointment of Miss Orr as a director of the Remington Typewriter Co. and her work.

* * *

Two months ago, the press of the country was served with a notice of the death of Geo. H. Campbell, general manager of the Franklin Type-



The Book of a Thousand Facts

F. W. Risque's Treatise on Loose Leaf Books and System in which is given the most lucid explanation of the various Loose Leaf Devices and their practical application. Its aim being to **Secure System Devoid of Red Tape.**

WHAT THE BOOK CONTAINS:

Two hundred pages, 8½ x 6¾ inches; 37 voluminous chapters, profusely illustrated; with a voluminous cross index. The book is printed on fine paper, in clear type, and is neatly bound in cloth.

Fifty-nine Loose-Leaf forms, actual working size in ruling, heading and printing—many of them 12 to 14 inches wide. Their use is fully explained. These forms include ledger, cash books; sales, order, voucher and check registers; inventory, merchandise stock book, etc. In addition there are numerous forms in reduced fac-simile scattered through the book.

A Profusion of textual illustrations, showing every style of loose-leaf binder and holder. The cross index indicates the forms and covers suitable for each class of accounts. The author explains the reasons for and advantages of using the covers best adapted for each system.

Systems explained. In detail and in plainest terms the author explains systems of ledger and cash accounting, caring for orders, billing and charging, vouchers, inventory, follow-up, salesmen's routing and reports, pay rolls and time sheets, banking, real estate, physician's and banker's accounts, etc.

'Tis a book you need. It contains special information accessible nowhere else—some of it never before in print—and of great value to proprietors, sales managers, bookkeepers and accountants.

38 Special Headings such as "Mechanism" Ledgers, Orders, Order Records, Sales, Check Registers, Payrolls and Time Books, Salesmen's Daily Reports, Follow-up Systems, Returned Goods, Allowance to Customers, etc., etc.

Practical, Valuable Forms and Suggestions that you can apply to your business now, thus stopping some leaks of time and of money.

A practical handbook by a practical man—an accountant of many years' experience.

PRICE $3.00 PER COPY

Supplied at once by

THE OFFICE APPLIANCE COMPANY

305 DEARBORN STREET, CHICAGO

TYPEWRITER NEWS.—Continued.

writer Company, and an officer in the Victor Typewriter Company, of 812 Greenwich street, and the editor of this paper knowing the gentleman in question for many years, and holding him in high esteem, expressed his regrets and reflected sympathy of his many friends, whom he felt would be interested and effected in hearing of such a death of so good a fellow. One can imagine the surprise we experienced when, at the recent National Business Show, the "dead one" appeared in person, hale and hearty as ever. We were indeed glad, and his friends who are legion will be pleased to learn that the notice was only one of those "freaks" of news service which often places one in the grave long before they are dead. The authority for the statement is only traced to an eastern press service, from local New York state papers.

* * *

The Smith Premier Club are offering a silver cup to the salesman who gives the best demonstration of the machine and the closing up of a deal to a prospective customer. The demonstration is to be made to a stranger before the Smith Premier Club and three judges. The competition is to be held every month at each club meeting and three salesmen will compete. The cup will be awarded at the end of the contest.

* * *

Estey & Gardner, of 605 Madison avenue, New York, have started the Typewriter Promoting Co., dealing in typewriters and supplies, and are sole dealers for the Metropolitan district of New York of the Sun typewriters.

North Adams, Mass.

(By Our Special Correspondent.)

The Yetman Transmitting Typewriter Co., who occupy the old Sampson factory building in this city, have notified other tenants in the building to vacate, the Yetman company desiring to expand and use the entire building.

New Orleans, La.

(By Our Special Correspondent.)

The Southern Typewriter Exchange has filed a charter here, incorporating for $5,000. H. M. Dyett, is president; A. H. Pike, vice president.

* * *

Mr. C. O. Hanson, formerly in charge of the Monarch repair shop, has been promoted to the position of salesman.

* * *

Mr. Eugene D'Orsay, formerly with the Monarch Company and later doing a general repair business for his own account, has returned to the Monarch Company as head repairman.

* * *

The Monarch Company has been running some very attractive window displays, their latest being a large poster showing the emblem of the Monarch machine. The center of the trade mark being cut out and a Monarch machine substituted instead of the illustration on the poster. Around the whole is grouped a lot of appropriate advertising matter, making in all a very catchy and attractive display.

* * *

The Monarch Company are especially proud of a recent sale they have made of three machines to the Hibernia Bank and Trust Company, the largest banking institution in the south.

Omaha, Neb.

About twenty western representatives of the Smith Premier Typewriter Company were present at a banquet given at the Rome hotel Nov. 16th in honor of the installation of M. O. Plowman as the Omaha agent, and also in honor of the advancement of C. W. Eckeram, former local agent for the company. Dainty decorations of carnations and ribbons covered the tables and short talks along the double keyboard lines were delivered by a number of the western managers. The principal speech was by William A. Dwyer, first vice president and general manager of the Smith Premier Typewriter Company of Syracuse, N. Y., who eulogized the work done by the former manager, Mr. Eckeram, and spoke feelingly on the ability of the new manager for this district, Mr. Plowman. Among the managers present were: J. A. Zellers, of St. Louis; F. A. Britton, Kansas City, Mo.; R. B. Andreeson, Lincoln; M. R. Barlos, Des Moines; E. L. Duneway, Sioux City, Ia.

Oneonta, N. Y.

Oneonta has been asked to co-operate in the organization of a new stock company to manufacture a new typewriting machine, for which its producers make strong claims that it will secure a large sale as soon as placed upon the market, and if sufficient encouragement is given in the way of financial aid, the representatives of the concern, who recently met a committee from the Chamber of Commerce, promises that the concern will locate its factory here, and be employing within a year, without doubt, at least 100 men. The representative requested that the name of the company and of the machine to be manufactured be not disclosed, but gave an extended description of the machine and of the plant of the company, and its prospects to the committee on trades and manufactures from the Chamber of Commerce. He asks that Oneonta subscribe to $30,000 of the capital stock of the company, which is to be a 7 per cent stock.

Philadelphia, Penn.

(By Our Special Correspondent.)

The Standard Typewriter Exchange, dealers for the Secor Typewriter Exchange, have received several consignments of these machines. These were all delivered on orders the day they were

TYPEWRITER NEWS.—Continued.

received—some orders being filled that were taken at the Philadelphia Business Show nearly a year ago.

* * *

E. V. Gaun, who has been connected with the typewriter business for the past twenty years, having been connected with the Smith Premier, Underwood and Oliver companies in the Philadelphia field, has recently joined the ranks of the Royal.

* * *

W. D. Burch, for over five years salesman with the Underwood Company and lately in business for himself in the typewriter and supply business in Philadelphia, has joined the Royal contingent.

* * *

E. G. Landreth, who entered the typewriter business in 1891 with the Smith Premier Co., and later with the Oliver and L. C. Smith Bros. Co., is now a Royal enthusiast.

* * *

Paul E. McCurdy, who has been with the Elliott-Fisher Co. in their Philadelphia office for the last nine years, has accepted a position with the Billing Machine Department of the Smith Premier Typewriter Co. in their Baltimore office.

* * *

Mr. F. J. Quandt, who recently left the service of the Underwood Company to engage in the sale of Monarchs, is establishing quite a record for himself among the banking institutions and insurance companies.

* * *

Messrs. Steffins & Harding, proprietors of the Standard Typewriter & Supply Company, of Reading Pa., have adopted the Monarch Visible as their leader. Quick action has produced many notable users and Reading is rapidly becoming Monarchized.

* * *

W. C. McLaughlin, the genial typewriter salesman of York, Pa., has during the past eighteen months created an unusual demand for Monarchs throughout his territory. Mr. McLaughlin was formerly manager of the Smith Premier typewriter at that point.

* * *

W. M. Cashin and P. J. Ritter, of the Oliver city sales force, captained two teams in October, and, after a fierce struggle, the Ritterites beat the Cashinites by one machine. They're at it again in November, with the Cashinites leading at present.

* * *

H. F. Weston, of the Oliver city force, easily beat his best previous record in November, by paying no attention to the "calamity howlers." He nosed out quite a few of the "secret hoarders" and extracted the coin from their stockings.

* * *

Miss L. Scheu, manager of the Employment Department of the Oliver office, reports an increase in positions filled thus far this year of more than 25 per cent over a corresponding period in 1906.

* * *

"Ben" Moninger, formerly repair foreman for the Oliver and now on the city sales force, has more than made good in his new capacity. He did a splendid business in November—his second month on the force.

* * *

Charlie Sparks, who now runs the Oliver Repair Department, is giving universal satisfaction. It took a big man to fill "Ben" Moninger's shoes, but Charlie says they feel as tho' they were made for him.

* * *

H. J. Kleefeld, the newest recruit to the Oliver traveling force, is making them all "sit up and take notice." He has surely got the Oliver spirit in a marked degree.

* * *

Irving Leighton, the hustling local agent for the Oliver at Wayne, Pa., says the No. 5 model looks like "increased income" to him.

* * *

E. D. Vogel, the energetic Oliver agent at Easton, Pa., says the rental proposition looks "particularly good to me right now."

Pittsfield, Mass.

(By Our Special Correspondent.)

Monarch interests in Berkshire county, Mass., which has recently been added to the Albany territory, are being looked after by Mr. George Blatchford, bookseller and stationer, at Pittsfield. Mr. Blatchford reports a good business throughout the county.

Rockland, Me.

B. N. Cochrane, who has been absent from his territory for some time on account of illness, has returned to the field again and is whooping things up in the Oliver fashion, having spent some time in our city recently, closing a number of deals and gathering up a good bunch of "prospects."

Sterling, Ill.

Robert D. Aldrich, a young business man of this city, has just been appointed representative for the Monarch Typewriter Co. for Whiteside and Lee counties.

Pittsburg, Penn.

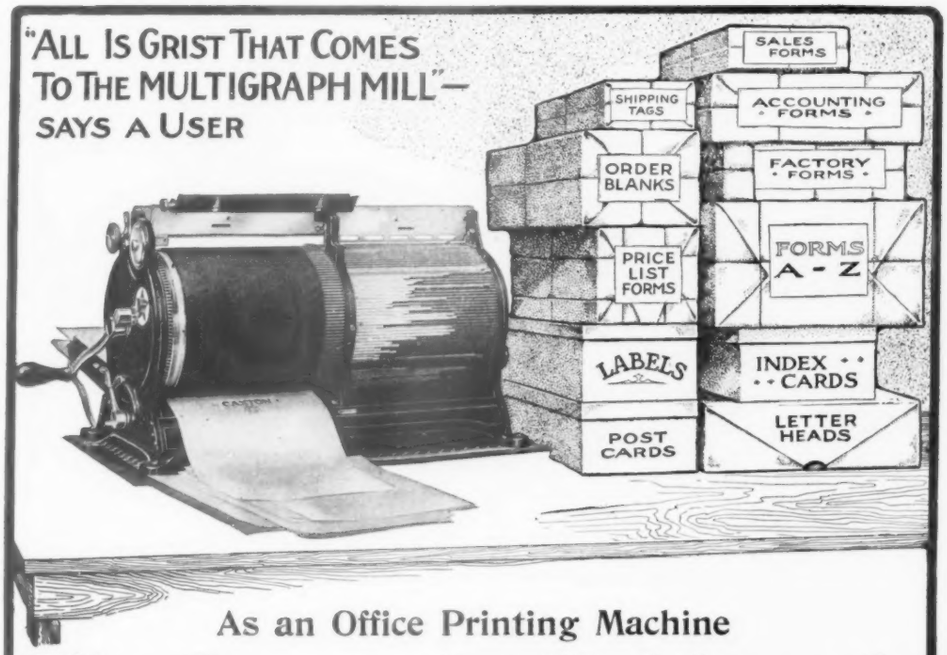
(By Our Special Correspondent.)

Mr. W. A. Small, formerly with the Royal Typewriter Company at Chicago, has left that company to accept a position as salesman with the Monarch in Pittsburg.

* * *

Mr. Jno. S. Mitchell, auditor of the Monarch Typewriter Company, called at the local office of this company on the 19th day of November and

"ALL IS GRIST THAT COMES TO THE MULTIGRAPH MILL"—SAYS A USER



As an Office Printing Machine

The Gammeter Multigraph

Saves 50% on Printers' Charges

Every office has a constant need of printed matter for house use; various forms are required from time to time for the proper and systematic handling of business.

Some of these needed things are sent out to a job printer—others are "got along without," because the printer would charge so much for them, or because he would take too much time in getting them printed.

With a Gammeter Multigraph you can print these things for half what a printer would charge, and you can get them done immediately without the printers' delays and disappointments. Furthermore, Multigraph printing keeps confidential matter private. Electrotypes can be used on the Multigraph, forms may be "kept standing" and used from time to time. A direct inking attachment is supplied for straight printing purposes.

EXTRACTS FROM USERS' LETTERS

"Some months ago we installed a Multigraph in our office to handle our form letter work, of which we have a large quantity. The Multigraph has done this work better, quicker and cheaper than we have ever been able to get it done before. But what has surprised us most in connection with the Multigraph is what it is saving us on job printers' bills; we are now able, by use of the Multigraph, to get our office printing done for about half printers' charges. We print on it filing cards, reports, labels, tags, lists and forms of several different sorts—it seems all is grist that comes to the Multigraph mill."

"We have just finished running off a job of 20,000 post cards, which at the lowest figure that we could get in St. Louis, would have cost us $22.50. By using the Multigraph, we paid $8 for the stock and $2 for the electrotype. The turning out of the cards required the entire time of one whole day for one boy, which we figured cost us $1.50. You can therefore see that there was a saving on this one job alone of $11 cash, to say nothing of the initial cost of the cut being saved on the next job."

"I saved one hundred dollars last month with my Gammeter Multigraph. Fifty dollars on letter work, and fifty dollars on office forms."

As a Multiple Typewriter

The Gammeter Multigraph typewrites form letters that are identical with the work of a regular high grade typewriter. It turns out copies faster than any duplicating device, and each copy is a perfect ribbon-printed original.

In the Gammeter Multigraph you pay us for one machine that pays you as two—an Office Printing Press and a Multiple Typewriter.

LET US SEND YOU SAMPLES

of forms printed on the Gammeter Multigraph, together with a Multigraphed typewritten letter addressed to you personally. Simply send us your name, the name of your firm, and the position you occupy. We will also send descriptive booklet or catalogue.

The American Multigraph Sales Company

1804 Case Ave., Cleveland, O. Branch Offices Everywhere

European Selling Agents: The International Multigraph Co., 79 Queen Street, London, E. C.

WAX SEALS CHECKS CORPORATE SEALS POCKET NOTARY METAL CHECKS

WE ARE NOT AGENTS FOR THESE GOODS

WE MANUFACTURE THEM

SEALS, STENCILS, STEEL STAMPS, BADGES,

NAME PLATES, METAL CHECKS,

RUBBER STAMPS, Etc.

WRITE FOR CATALOGUE

MEYER & WENTHE

92 DEARBORN ST.

CHICAGO

TYPEWRITER RIBBONS

CARBON PAPERS

I. M. C.

¶ New management, new policy, new machinery, new processes.

¶ Everything new and up-to-date.

¶ Second to none in hard finish varieties of carbon paper.

¶ Prices commensurate with quality.

¶ Pencil and Pen Carbon Papers, all kinds.

¶ Ribbons of all kinds for all typewriters.

¶ Two colored and three colored ribbons a specialty.

¶ **Agents wanted everywhere.**

¶ Special attention to large consumers.

¶ Price lists, and sample carbon paper, to responsible parties.

¶ Write today—you may forget it tomorrow.

Indeliba Manufacturing Company

Rochester, N. Y.

TYPEWRITER NEWS.—Continued.

reports business of the Monarch as flourishing all along the line.

* * *

Mr. H. W. Nesbit, formerly salesman for the L. C. Smith Typewriter Company, has left their employ to go with the Monarch.

* * *

Mr. J. E. Thompson, until recently salesman for the Oliver Typewriter Company, has left that company to join the forces of the Monarch.

Sioux City, Iowa.

The Sioux City Typewriter Company will engage in business here, handling typewriters and office supplies, having been incorporated for $10,000. H. D. Brown, formerly president of the Brown Coal Company, is president and treasurer. Charles R. Olmstead, is secretary. Beryl A. Steele is the third member of the company, comprising the board of directors. Of the capital stock, $4,000 is now paid in.

Springfield, Mass.

G. T. Blankenship, claiming to be a local agent for the L. C. Smith & Brothers Typewriter Co., is defendant in a replevin suit brought by that company for possession of a typewriter. The defendant claims the company owes him commissions unpaid.

Scranton, Penn.

(By Our Special Correspondent.)

E. A. Sarle, the manager for the Remington Typewriter Company in this section, is able to be about again, having just recovered from a spell of illness. Mr. Sarle has many friends and they will be glad to see his genial face around as usual.

* * *

J. N. Smoot, who represents the Monarch Typewriter Co. throughout this section, entertained F. C. Shoemaker of Philadelphia, the Royal manager. Which was it? The Royal Monarch, or the Monarch Royal? We know Shoemaker is a Royal good fellow, yet Smoot would claim that the Monarch was Royal. (Joke.)

St. Louis, Mo.

(By Our Special Correspondent.)

The Monarch Typewriter organization here is beginning to feel at home in their new and attractive quarters at 808 Pine street. The new store is more than double the space of their former quarters in the Victoria building, but every foot of the added room is required by the growing needs of business for this machine.

San Francisco, Cal.

Fred C. Metcalf, for many years connected with the typewriter trade, has accepted the management of the San Francisco office for the American Multigraph Co. For further details see "Duplicating Machine" notes.

* * *

N. M. Hayter, with Geo. C. Bornemann & Co., the California agents for the Blickensderfer Typewriter Co., spent a few days in Stamford, Conn., at the factory of the company, where he became acquainted with their new models and acquired some mechanical education. On his return to California he stopped off at Chicago to pay some of his friends and this publication a visit.

Syracuse, N. Y.

(By Our Special Correspondent.)

C. W. Earle, for some time secretary of the Monarch Typewriter Co., at Syracuse, has been made general manager of the Monarch interests in Great Britain, a step somewhat similar to one made by his father in 1889 for the Remington Co., the senior Earle becoming the president of the American Colony in London, and a leader of American life in the English metropolis.

Mr. Earle, Jr., who follows his father at this time, is a young man, comparatively, but one who has shown marked ability in handling typewriter matters in this country and should prove successful in the same line in London, where his father became so popular.

* * *

Silas W. Crandall, president of the Monarch Typewriter Co., spent a few days in New York during the month.

* * *

Geo. A. Selb, superintendent of the Monarch Typewriter Co., of Syracuse, was a visitor in New York on November 19th.

* * *

All of the typewriter companies closed down for Thanksgiving and the balance of the week, which gave those who desired to visit away from Syracuse, a mid-winter vacation.

* * *

The L. C. Smith Transit Co., with Mr. L. C. Smith as president, has launched another large freighter on the lakes. L. C. Smith, Burns L. Smith, John Dunn, Jr., Horace S. Wilkinson and Mr. and Mrs. Claude Smith attended the christening at Toledo recently, naming the new craft the "John Dunn, Jr." It was christened by Mrs. Claude Smith, whose husband is a cousin of L. C. Smith. The new boat is one of the largest on the Great Lakes, having a capacity of 10,000 tons and is 525 feet long, with a 58-foot beam, and a 30-foot hold.

* * *

The Smith Premier Typewriter Employes' Association was incorporated recently with the following directors: L. N. Streeter, Richard Cummings, Byron Out, James Strachan, N. Curran, H. A. Carhart, Charles Oakes, Adam Filsinger, Frank Gardner, Louis Schneider and Walter Brand.

The object of the organization is to render mutual voluntary aid and assistance to those in

WALKER'S VERTICAL CABINETS

DAVID D. WALKER COMPANY

MANUFACTURERS

TO THE TRADE ONLY

21 Quincy Street, Chicago, Ill., U. S. A.

Two large factories devoted exclusively to making **Vertical Cabinets.**

Made in **two, three** and **four drawer letter** size; **four** drawer **Cap,** and **five** drawer Bill size,—solid or with **detachable** sides, as shown above.

PLAN OF CONSTRUCTION

Built to extend laterally, sections being joined together, making one solid cabinet.

APPEARANCE

Quarter sawed oak fronts, panelled oak sides and finished backs. Solid oxidized brass trimmings. Extension slides on all drawers.

FEATURES

All drawers and slides are fitted with rubber buffers.

Mechanically perfect. They will not warp or bind.

MODERATE PRICE

HANDSOME STRONG

Our Cabinets are as near perfect as the best labor and material can make them.

DEALERS

Write us for catalogues, terms, territory and full dealership proposition, the

BEST EVER MADE DEALERS

YOU CAN WALK AWAY WITH THE COIN

IF YOU SELL THE

PROTECTOGRAPH

BUT THE CHECK RAISER DON'T

Stand any Show

IT IS BECAUSE YOU CAN DISPLACE ANY OTHER SO-CALLED "CHECK PROTECTOR" WITH THE

PROTECTOGRAPH

THAT WE WANT YOU TO WRITE TO-DAY FOR OUR SURE SELLING ARGUMENTS FREE ON REQUEST.

G. W. TODD & CO.

36 Exchange St., Rochester, N. Y., U. S. A.

TYPEWRITER NEWS.—Continued.

sickness and distress; to inculcate the principles of good citizenship; to instill provident inclinations; to diffuse the spirit of fraternity; to promote an interest in healthful athletics and the social welfare and advancement of its members.

* * *

George A. Hill, representing the L. C. Smith & Bros. Typewriter Co., was in New York recently on business in connection with the company.

* * *

Lee Kingsley, field manager of the L. C. Smith & Bros. Typewriter Co., visited the New York office of the company during the month, and while here gave a conference to the salesmen of the New York staff. His visit was much enjoyed.

* * *

John S. Mitchell, assistant treasurer of the Monarch Typewriter Company, showed his genial face in Syracuse for a few days this month, then betook himself off to finish his annual auditing tour of the branches. With Mr. Mitchell it's a case of "in again, out again," at this season of the year, and his duties multiply as the company's business increases.

* * *

Geo. W. Dickerman, vice president of the Monarch Typewriter Company, has again departed for his field of labor across the water, having sailed from New York on November 5th. The entire European business of the Monarch Company is under Mr. Dickerman's supervision, but his duties permit his visiting America semi-annually.

* * *

C. W. Earle, secretary of the Monarch Typewriter Company, about December 1st takes charge of the Monarch interests in Great Britain, with offices at 219 Upper Thames street, London. The volume of business now being handled at this office is amazing, considering the age of the company, and its magnitude can be appreciated when it is noted that Mr. Earle goes direct from the executive offices to take charge. The executive office forces cannot but regret to see Mr. Earle depart, yet realizing that it's all "for the good of the cause."

* * *

The Monarch Typewriter Company claims the distinction of being the first Syracuse concern to adopt the use of the government's new international reply coupons, the use of which was explained in the November issue of Office Appliances. The Monarch Company pronounce these coupons a very satisfactory and convenient arrangement.

* * *

G. W. Berrian, formerly advertising manager of the Monarch Typewriter Company, has been promoted to the position of purchasing agent, a place of greater responsibility. Mr. Arthur McGrew comes from the field in South Carolina to take Mr. Berrian's former position in the Advertising Department. Both men have "caught the step" in their new positions, and are keeping time to the Monarch tune of "Get Busy."

* * *

J. Fernand Famaey, a native of Belgium and more recently from Columbia, S. C., has been employed in the Foreign Dealership Department of the Monarch Typewriter Company as correspondent, a position which Mr. Famaey is well qualified to fill because of his extensive knowledge of languages. In work of this kind, however, a technical knowledge of the typewriter is essential, and at the start Mr. Famaey has been "doing time" in the factory, gathering the necessary information.

* * *

Geo. C. Russell, one of the supervisors of the Smith Premier Billing Machine Department, made an address before the Erie Business College, of Erie, Penn., on October 31st. His subject was: "The advantage of using separate adding machines to supplement billing machine work." This college has recently opened a modern model office department, which is intended to give their students the complete course in all the latest office appliances.

Mr. Russell also showed the comparison between the office methods of Europe and America and explained the methods of accounting used in Germany, France and England.

Mr. Russell having experience covering an engagement with the Elliott-Fisher Co. as general manager, and a practical knowledge of accounting methods, has some very practical ideas along these lines, and we shall be pleased to have him tell our readers of some of the conclusions he has formed from this experience.

* * *

The Chicago Typewriter Exchange, at 115 Salina street, Syracuse, has purchased the entire stock and equipment of the Commercial Supply Co., formerly doing business in the Nottingham block. Geo. R. Stillwell, the active manager of this company, is busy making special effort to clean out the old stock at bargain prices and at the same time advertise his own company.

Toronto, Canada.

(By Our Special Correspondent.)

Will H. Newsome and A. T. Gilbert, of Toronto, and P. A. Soulis, of Halifax, all of Newsome and Gilbert, Ltd., the Toronto dealers for L. C. Smith & Bros. Typewriter Co., visited the Smith Bros. manufactory in Syracuse, Nov. 5th and 6th. A couple of days' time was profitably spent at the factory, after which Messrs. Gilbert and Soulis went on to New York, Mr. Newsome returning to Toronto. Newsome & Gilbert report that their

CARBON PAPER FACTS

No. V.

Any intelligent typewriter operator can readily arrive at the comparative values of typewriter carbon paper. The machine tells no fairy tales. The first impressions are often nearly alike, but wearing qualities soon tell under the blows of the Keyboard, and on the other hand it is easy enough to compare copying qualities. The first copy will probably be all right on any of them, but when it comes to the sixth copy, the strain begins to tell.

I will be glad to send you samples and prices. Goods back and money refunded if not satisfactory.

A. L. Foster, President

MANIFOLD SUPPLIES CO.

55 WARREN ST., N. Y. CITY

"Du-Ra-Bul"

Typewriter

Ribbons

Never Make Your Customers Angry. No One Will Ever

"Call You Up to Call You Down"

Because You Sold Them

With the discriminating ribbon user

Quality - Wear - Perfect Work

are things he finds nowhere so much as in

"Du-Ra-Bul" Ribbons

Ribbons that are known as "Something just a little better"

You Owe It to Yourself to Learn of This Brand

AMERICAN AGENCIES

Hartford	Harrisburg	Buffalo	Omaha
Toledo	Kansas City	Chicago	St. Joseph
Cincinnati	Detroit	Pittsburg	Springfield
Baltimore	Columbus	Philadelphia	Providence
Boston	Cleveland	Minneapolis	Grand Rapids
St. Louis	Washington	Los Angeles	Albany

Nothing has so much to do with the making or marring of a letter as a typewriter ribbon, and our ribbons do not mar — *they make.*

New York City Representative
The Ransom-Parker Co., 57 Warren St.

THE DODGE COMPANY

Manufacturers

SYRACUSE, N. Y., U. S. A.

TYPEWRITER NEWS.—Continued.

sales have increased very rapidly since the new model machines with Gardner ball-bearing type bars were placed in.

* * *

E. T. Campbell, who has been attached to the Toronto organization of the Monarch Typewriter Company, Ltd., for the last two years, first as accountant and latterly as salesman, has been transferred to the Kingston salesmanship office.

* * *

George F. Green, late of the Smith Premier, in Toronto, has joined the organization of the Monarch Typewriter Company, Ltd.

* * *

Frank C. Dulmage has had such excellent success with the Monarch Visible typewriter in western Ontario, with headquarters in London, and his business has grown to such an extent he has found it necessary to have an assistant. Mr. Fred J. Walker has been sent to him, and is making some big sales.

* * *

A. M. White, recently of the Advertising Department of the Herald, Hamilton, has joined the Monarch organization in Hamilton.

* * *

W. H. Sutton, of the Toronto office of the Monarch Typewriter Company, Ltd., won the prize that was given. In the competition for the gold watch given by the manager on December 31st, the last report shows Mr. Dulmage ahead, with Mr. Walker a close second, both of the London office.

Trenton, N. J.

The J. D. Mallonee Company has been incorporated at Trenton, N. J., for $10,000, for the purpose of conducting a business to make and install "type making plants," such as used by the typewriter and adding machine factories, and the furnishing of type for the trade.

J. D. Mallonee is president, R. F. Van Doorn is secretary-treasurer, with G. E. Lott, William B. Ward as additional directors.

The company has been operating for a year as Mallonee & Co.

Mr. Mallonee was formerly superintendent of the "Caligraph" typewriter factory at Hartford, is the founder of the New York Stencil Works and was superintendent of the Burns Typewriter Co. He has equipped the following companies with type-making plants: Oliver, Columbia, Manhattan, Fay-Sholes, Underwood, Williams and Burroughs Adding Machine Co.

Wichita, Kan.

(By Our Special Correspondent.)

A certain very well known typewriter man of this city "takes a fall out of our correspondent," who reported that the Oliver was the only typewriter company maintaining a ground floor location in this hustling city. He claims that our correspondent ought to follow the pages of the Good Book and ascertain what became of the fellow who was caught lying. However, he says that the Remington, the Fox, the Royal and the Fay-Sholes maintain ground floor spaces, one of which is much larger than the Oliver. The truth must come out.

Williamsport, Penn.

C. S. Emery, well known in Boston and Philadelphia, is now engaged with the Underwood Typewriter Co., connected with their Williamsport branch at 141 W. Third street, where he is making a record for himself and at the same time a few good dollars.

Wilkesbarre, Penn.

(By Our Special Correspondent.)

H. W. Oberrender, the human dynamo and Oliver agent at Wilkesbarre, Pa., has a "lemon notice" as follows: "Everybody laugh! They plucked a lemon in the garden of typewriters and never discovered their mistake till they saw the Famous Standard Oliver Visible Writer demonstrated."

* * *

J. N. Smoot, of Scranton, better known throughout the valley, as the "Typewriter Man," has just fitted up a nice Monarch office in the Second National Bank building. C. J. Oot, who has direct charge of this office, has already made the presence of the Monarch felt in Wilkesbarre, and the people are responding nicely to his call.

Washington, D. C.

(By Our Special Correspondent.)

E. H. Young, an adjuster in the Monarch office, has taken a position as salesman and is meeting with marked success.

* * *

The window display in the Monarch office is attracting a good deal of attention. Several machines are shown on Mission racks.

* * *

J. S. Mitchell, of the Monarch Typewriter Company, Syracuse, N. Y., was a recent visitor to this city.

Woonsocket, R. I.

H. V. Wilson, who has been for a number of years connected with the Poland Springs House, at Poland Springs, Maine, is now representing the Oliver typewriter in Rhode Island, with headquarters in Woonsocket. Office Appliances welcomes Mr. Wilson to the typewriter fraternity and bespeaks for him the success due those who try for it.

Winnipeg, Man.

The two recent disastrous fires in this city have created an unusual skirmishing among the typewriter dealers to supply the demand for new machines. In the forefront of the fray appeared the

The Most Profitable Line to Handle is The One Which Gives Satisfaction

Sterling

Quality Products

is the Line that stands for Quality with the latest ideas in Filing Devices and Office Furniture in Sheet Steel.

Office, Bank, Library, Courthouse and Schoolhouse Equipment

Our new catalogue is fresh from the press. A postal will entitle you to it. Write right now.

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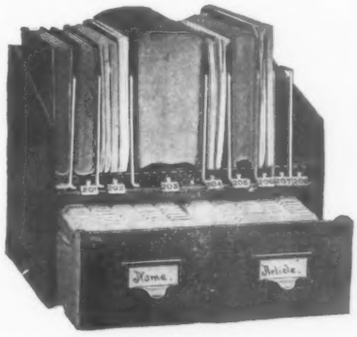
The Wells Adjustable Catalog Cabinet



The Index

The best known method of filing, indexing and classifying catalogs easily adjusted to any size catalog, pamphlet or booklet. No space wasted. Instantaneous reference. Roll curtain or swing door front, dust proof cabinets carried in stock in various sizes. Made in quartered white oak, rich golden finish, water rubbed and handsomely polished. This is recognized as **the best catalog cabinet** manufactured. **All dealers** in office furniture can handle this line with profit. Write for illustrated catalog and trade discounts.

Joseph S. Caldwell, 248-252 TALLMAN STREET SYRACUSE, N. Y.

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There is money in repairing. You can get your share if you have the parts. Our business is to supply them. No. 10 Part Catalog mailed on request. Editions in English, German, French and Spanish.

THORP & MARTIN CO.
BOSTON, MASSACHUSETTS

We want dealers and agents—good—live—hustling—walking—talking men—to
SELL THESE TWO NEW OFFICE DEVICES

Pat'd.

"Invincible" 'Phone Registers

keep records of all phone calls, without use of paper and pencil. Registers only actual call and connections. No tampering; no disputes with the telephone company. WILL RECORD UP TO 1,000 CALLS. You can't do without it where you use the MEASURED SERVICE. Made of sheet steel, highly polished, strong, simple and quickly attached to any phone. Made in two styles, either for desk or wall phone.

Price, postpaid $1.25.

COUNTS CALLS—SAVES MONEY

"Invincible" Receiver Holder

lets you use both hands when telephoning. It opens or closes switch hook automatically. You need not touch it with your hands. Made of cold rolled steel, highly polished and is quickly and easily attached to your telephone. A big seller, particularly in offices where telephone orders are received or given extensively.

Price, postpaid 75c.

SAVES TIME—TEMPER—LABOR

Pat'd.

WRITE TO-DAY FOR PARTICULARS AND TERMS
GRAEBER-ENTRIKIN MANUFACTURING COMPANY, Inc.
Manufacturers of The "Invincible Cash Register Pay Station" and Telephone Equipment
DEALERS IN "EVERYTHING ELECTRICAL"
Suite 501-502 Keith's Theatre Building, No. 1116 Chestnut Street, - PHILADELPHIA, PA.

TYPEWRITER NEWS.—Continued.

progressive firm of Baker and Gregg, the hustling Monarch Visible dealers, and it is gratifying to their friends to learn that they secured their share of the business "and then some."

Fort Scott, Kans.

C. B. Whitney is looking after the interests of the Smith Premier Typewriter Company in this city.

Chicago, Ill.

H. C. Hardesty, for some time with the Underwood Typewriter Co., and recently on the staff of the Royal Typewriter Company in Chicago, has returned to the Underwood Company, and is assisting on the sales force under Mr. C. E. Anderson.

It is expected that Mr. Hardesty will be given a special outside territory at the first opportunity.

* * *

The L. C. Smith Brothers Typewriter Co. in Chicago are just receiving shipments of their new wide carriage models, Number Three, which disclose several striking improvements the chief of which is the 14-inch carriage and 12½-inch writing line. These models have long been waited for and now that they are arriving the trade will find good use for them.

* * *

J. H. Honing, for the past three years connected with the Chicago office of the Monarch Typewriter Co., is now covering city territory for the Smith Brothers Co.

* * *

C. N. Crandall, formerly with the Oliver Typewriter Co., has taken charge of the Peoria branch of the Smith Brothers.

R. A. Hardy, joins the Smith Brothers Co. as repairman at Davenport.

* * *

A. B. Cole, formerly with the Smith Premier Typewriter Co., and more recently with the L. C. Smith Brothers Co. and one of the best typewriter mechanics in the middle West, has been appointed superintendent of the factory for the Rebuilt Typewriter Company, in Chicago.

Mr. Cole being an all 'round typewriter man, and with experience that few possess, should prove himself a valuable assistant to this fast growing wholesale typewriter company.

Davenport, Iowa.

G. W. Temple, formerly of the L. C. Smith Brothers Co., has been appointed manager for the Underwood in this city.

Boston, Mass.

F. L. Heimer, the Boston manager of the Royal Typewriter was in New York recently and was very enthusiastic over the Royal business in the Bean city. Some of the largest firms in Boston are strongly attached to the Royal, among which may be mentioned the Boston and Maine railroad, who are now purchasing the Royal exclusively.

New York City, N. Y.

The General Typewriter Exchange of Murray street report that they have duplicated their shop force, and put in an entirely new lighting system. Mr. W. H. Beardsley, the manager, has much improved the appearance of the office, and owing to the great increase in business he has been compelled to double the office staff. It goes without saying that business is good.

* * *

Mr. Eylar of the Underwood Typewriter Co. has just returned from a trip through the west.

* * *

Mr. J. W. Harrison, the representative of the Underwood Typewriter Co. for Manchester, Leeds, Huddersfield, Liverpool, Sheffield and Hull, England, has been in New York for the past few weeks on business in connection with the company.

* * *

The Royal factory in Brooklyn is working overtime, and they expect to move into the new factory at Bridgeport the latter part of January, the building is progressing very satisfactorily. The roof is now being put on. Mr. Neahr reports that business during November was exceedingly good.

* * *

The Columbia Barlock report that in sympathy with the general depression of trade, they find a slight decline in business, but in spite of that, they are so far in arrears with orders that their factory is still working right along, and have not been on one moment's short time. This is exceedingly satisfactory.

* * *

Mr. Perry of the Victor Typewriter Co., has gone abroad in the interests of the company he represents. He will travel throughout the whole of Europe, and will no doubt bring back a sheaf of orders.

* * *

Mr. Campbell, manager of the Victor Typewriter was much surprised to read his obituary in Office Appliances and the New York dailies. He has not the least idea who it was that perpetrated the outrage. This is the second time that hoax of this kind has been played on typewriter managers. Mr. Campbell is enjoying the best of health, and doing all in his power to push the sale of the Victor typewriter. He has a first class machine and with the encouraging prospects they are receiving, it is bound to prove a gigantic success.

* * *

The Underwood Typewriter Co. are just bringing out their new decimal tabulator. It consists

TYPEWRITER NEWS.—Continued.

of 10 keys, which project from the frame nearest the operator. They are lettered or numbered respectively: ;-, decimal point, 1, 10, 100, comma 1,000, 10,000, 100,000, comma and 1 million. By touching either of these keys the machine automatically jumps to the point required. The commas give allowance for the spacing. We hope in a future number to show an illustration of the machine with the attachment. It is certainly a very fine arrangement, and works admirably. There is a governor which acts on the main spring, and controls the movement of the carriage, so that it avoids all jar. So effective is this drag that one may remove all the stops at the back, so as to permit the carriage to run freely from one end of the machine to the other, and it will be found that it will move as gradually and nicely as though it were controlled with the human hand, and reach the end of the run without the faintest kind of jar. The tabulator scale bearing the figures is at the back of the paper table, and the stops are inserted beneath this. The stops are, of course, removable and can be inserted wherever desired. When inserted they are locked into position. The whole attachment is condensed into a very small compass. The keys instead of being pushed in as in other tabulators are merely depressed like an ordinary typewriter key, and are set in a position most accessible to the operator. This machine has also the newy automatic ribbon

reverse, which is absolutely positive. This is a most useful device and will add much to its popularity. The reversing gear is at the side of the machine. There are several other features and improvements added to this new Underwood, which will tend to make it a still greater favorite with operators.

* * *

R. L. Corbett, of Chicago, the well known typewriter companies' detective, has been doing some good work in his line in New York recently. He had a complaint a short time since from a prominent typewriter company that one of their customers had had his machine stolen. Getting on the trail, Corbett discovered that the same person, Benjamin F. Wade, of New York, had been round to the various typewriter offices and obtained machines on a variety of pretexts and disposed of them. The police department had also been appealed to by other parties, but Wade could not be found. When Corbett got in his deadly work he laid a plan by means of a decoy letter. Wade could not resist, what looked like to him a good chance to get another machine on the cheap plan. He apepared on the ground. Corbett behind the scenes, got several of his victims to identify him as well as three of the best detectives from Mulberry street. Wade was captured and the detectives have since recovered nine of the stolen typewriters. Wade appeared for trial at the Jefferson Market court on December 3d, and was held for the grand jury on bail of $3,000. At last accounts he is still in jail.

* * *

The L. C. Smith & Bros. Typewriter Co. have begun to make delivery of their wide carriage machines. A few of them have been received here but were at once sent out to the waiting customers. We have not yet had the pleasure of inspecting one, but have received glowing accounts of its lightness of touch and easy running abilities.

NOTICE

MANUFACTURERS

Those who have new specialties, appliances, systems or devices for use in the modern office, are requested to send details, drawings and photo for review, without cost.

DEALERS

Those who desire to be placed in communication with the Manufacturers of Modern Office Devices, Supplies and Specialties, may have the benefit of our "Information Department" without cost.

STATIONERS

Those who have made special displays of manufactured goods, or have increased their business with new stores, should send photographs for publication without cost.

SALESMEN

Those who are making or have made a success of the "Selling Game" with the manufacturers or with the dealers, should keep us posted as to their achievements. Include your photograph.

PURCHASING AGENTS

Those in charge of the buying of office commodities for large corporations or quantity buyers, will be given the benefit of our knowledge covering the entire office appliance field without cost.

WRITERS

Those who have ability to describe situations, places and things, or cover the respective lines of office appliances, should send manuscripts for perusal. Accepted copy will be paid for.

SUBSCRIBERS

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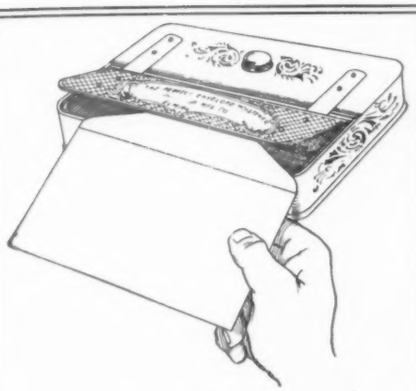
We enter the names of all interested parties for three months "trial subscriptions" for 25 cents—anywhere in the world.

THE OFFICE APPLIANCE COMPANY, Publishers

303 Dearborn Street, CHICAGO, ILL., U. S. A.



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It is a time saver and sanitary device. It does away with using a filthy sponge and the tongue to moisten stamps, labels and envelopes. Does not gum up. Try it.

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BAIRD RAPID LEVER TIME STAMP

Employees Time Recorder, Job Ticket Timer, for Stamping Time on Letters, Orders, Etc. Invaluable in Banks, Hotels, Offices, Factories, Etc.

AGCURATE DURABLE
RELIABLE SATISFACTORY

Descriptive Circulars Mailed on Request.

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RIBBONS and CARBON PAPER
Contracted supplies in large or small quantities
PLAIN and DECORATED Boxes
SNELLING & SON, *Manufacturers to the trade*
SO. BROOKLYN, N. Y.

SUDDEN DEATH OF JESSE C. BALL.

Syracuse, N. Y.—Jesse C. Ball, aged 47 years, died suddenly at his home in this city shortly after 9 o'clock Wednesday morning, November 27, 1907. His death, due to heart failure, was altogether unexpected and was a terrible shock to his relatives and many friends. Mr. Ball left his desk in the office of the Monarch Typewriter Company Tuesday evening apparently in the best of health Wednesday morning he telephoned to the office that on account of feeling unwell he would probably not be at work that day, and gave instructions regarding some unfinished business matters—within one hour thereafter the office force was fairly dazed by the news of his death. He is survived by his widow, Eva Lynn Ball.

J. C. BALL.

Jesse C. Ball was born at the town of Clay, N. Y., February 1, 1860. When a young man he removed to Denver, Colo., where he resided for ten years. During this time he made the acquaintance of United States Senator Wolcott and soon entered the employ of the latter as private secretary. He accompanied Senator Wolcott on several trips to Washington, D. C., and afterwards removed to that city to accept a position as private secretary to Justice Peckham of the United States Supreme Court. About three years ago he came to Syracuse, N. Y., to engage in business, but one year later sold out his mercantile interests to enter the employ of The Monarch Typewriter Company as manager of the Syracuse sales district. In December, 1906, he was taken into the executive offices and given charge of the company's correspondence with all foreign dealers—the duties of which position he performed faithfully and well to the day of his death.

So sudden was his taking off, his fellow employes find it utterly impossible to realize the truth—that this happy, hearty, jovial man, with his laugh and his jest, has gone from among them forever. He will be sadly missed wherever known, for he was, indeed, "everybody's friend."

Many Carbon Paper Dealers

Have never had the pleasure of examining the kind of carbon paper that we make. We do not agree to send you a full box of it—ours cost something to produce—but we will gladly send you liberal samples for testing purposes, if you are interested.

Name on Every Sheet

If you buy Carbon Paper in quantities—10,000 or 20,000 sheets at a time—either boxed or in the flat Ream, we are in a position to supply almost any quality — in any finish—with your own special brand or Trade Mark on *every individual sheet.*

We Make Ribbons Too—Good Ones

A full set of samples, also a specimen sheet of our "Printed Carbon" will be promptly sent on receipt of your inquiry.

COLUMBIA Ribbon & Carbon Mfg. Co.
(Originators of Perfect-Coated Carbon)
299 Broadway, NEW YORK, N. Y., U. S. A.

HOUSATONIC BARRINGTON AND DANISH BOND PAPERS

are made especially for commercial correspondence and all other business purposes.

The man who uses these Bond Papers for his business stationery will be satisfied with both quality and price.

Danish Bond for "Systems"

We make the Danish Bond in nine colors and white. To meet the demand for a first-class Bond Paper at popular price. To be used for "Systems" requiring a large variety of colors.

Our lines are carried in stock by large jobbers in all paper centers

B. D. Rising Paper Company
MANUFACTURERS
Housatonic, Berkshire County, Massachusetts

ONCE USED ALWAYS USED. WHY? BECAUSE—

THE NAVAN ORDER BOOK HAS A

Stationary Carbon Sheet

It falls into position automatically.
No loose carbon to handle—No dirty fingers as a consequence.
No loss of valuable time.
Facilitates order taking.
Fascinates the user with its unique construction and simplicity of operation.
Large profits to dealers.

FREE SAMPLES AND DISCOUNTS GIVEN UPON REQUEST

THE SIMPLE ACCOUNT SALESBOOK COMPANY
Sole Manufacturers, also Mfrs. of Counter Pads for Store Use.
FREMONT, OHIO, U. S. A.

FURNITURE NEWS

(By Special Correspondence.)

Charleston, W. Va.

(By our special correspondent.)

F. A. Montelius of the Macey Company of Grand Rapids, was here recently and reports excellent business throughout the south in the Office Furniture line.

Cincinnati, O.

The Globe Wernicke Company are finding a new use for their vertical files—or rather one of their agents found a new use, and that in handling loose leaf pages from the binders. These are filed away like a letter and in the same manner as a letter, so that the records can be kept in as good a manner as the binder and yet have the feature that any one leaf may be removed instantly and used without any hindrance from posts or locking devices.

Chicago, Ill.

(By our own representatives.)

A. J. Abernethy, formerly the secretary of the R. A. Simonson Company has been appointed as special representative in Chicago by the Macey Company.

* * *

The Macey Company has recently added a Mr. Gardner to their sales force of traveling men, he having been formerly with the Yawman & Erbe Mfg. Co.

* * *

The Chicago branch of the Yawman & Erbe Mfg. Company, of 140 Wabash avenue, have a very modern store front with large windows which enables them to make some of the most interesting window exhibits we have ever seen, all of which brings in the "Y. & E." line of goods.

They are now making a display of a new specialty recently put out for household use, and the show windows are receiving much attention from the ladies.

A. E Eggert, the Chicago manager, believes in advertising, whether it be the use of their expensive windows or magazine space, and of every possible manner, especially when business is dull. The company is doing considerable advertising at this time in the Chicago newspapers which has attracted general attention from the users of office devices and cabinets and from the trade in general. The argument and the story told in these advertisements are good and meaty, and many are answering them to ascertain more of the Y. & E. goods.

* * *

The Rockwell-Wabash Company, 151 Wabash avenue, Chicago, have solved the problem of shippers and the railroads as to a practical method of filing railroad tariffs. This follows from the fact that many of the largest railroads as well as many manufacturers have recently installed their system. When The Atchison, Topeka & Santa Fe changed to the Cook system, as it is called from its inventor, they found that they were 55 tariffs short, which is a good illustration of the inefficiency of the old system—or more properly lack of system. There are about 23,000 different kinds or classifications of tariffs.

About 200 new or changed tariffs are added each day by the various railroads. The prob-

FURNITURE NEWS.—Continued.

lem of keeping a book up to date is therefore seen at once to be an impossibility. The Cook system is very simple. There is a folder for each classification and all the tariffs are numbered consecutively which makes it possible to find any desired information at once. It also enables traveling auditors or any one to get the information quickly since the system is uniform. Everything indicates that the system will be universally adopted.

Indianapolis, Ind.

The Indiana Screen & Manufacturing Co., of Indianapolis, Ind., has changed its name to the Indiana Bank Furniture and Manufacturing Co. the new name more nearly representing the nature of the business.

Little Falls, N. Y.

The C. J. Lundstrom Co., makers of Sectional Book Cases, ran only four days a week, for some weeks past, and will continue so until the financial situation is settled.

New York City, N. Y.

The New York Office Partition Co., of 404 Bleecker street, New York, against which a petition in bankruptcy was filed in October, has made a settlement with its creditors at 50 cents on the dollar, payable 20 cents cash and 30 cents in notes at 4 and 8 months, secured by a chattel mortgage on the property. The liabilities are $5,400.

San Francisco, Cal.

A fire in the furniture warehouse of F. W. Tinwinkle, 161 Julian avenue, caused a loss of about $8,000.

Harvard, Ill.

F. W. James has opened a department store in the Mead building.

Calumet, Mich.

The Glass Block Store Co. will add a furniture department to its department store.

St. Louis, Mo.

The Hub Furniture Co. has taken a lease on the five story building at 417 Washington avenue.

Belleville, Ill.

The Joseph Saenger Mercantile Co. has been incorporated, and will conduct a department store. The capital stock is $40,000.

Wymore, Neb.

D. Fouts has moved his undertaking business to this point from Blue Springs.

Baker City, Ore.

The Standard Furniture Co. has sold out its stock of stoves and hardware to the Basche-Sage Hardware Co.

Vanccuver, B. C.

D. A. Smith, Ltd., furniture dealers, have increased their capital stock to $50,000.

Hillyard, Wash.

McHenry & Skinner have started a furniture store at this point.

North Yakima, Wash.

The Eastern Furniture Co. has just opened for business at this point.

Newberg, Ore.

A. Fencil & Son are selling out their furniture business.

Portland, Ore.

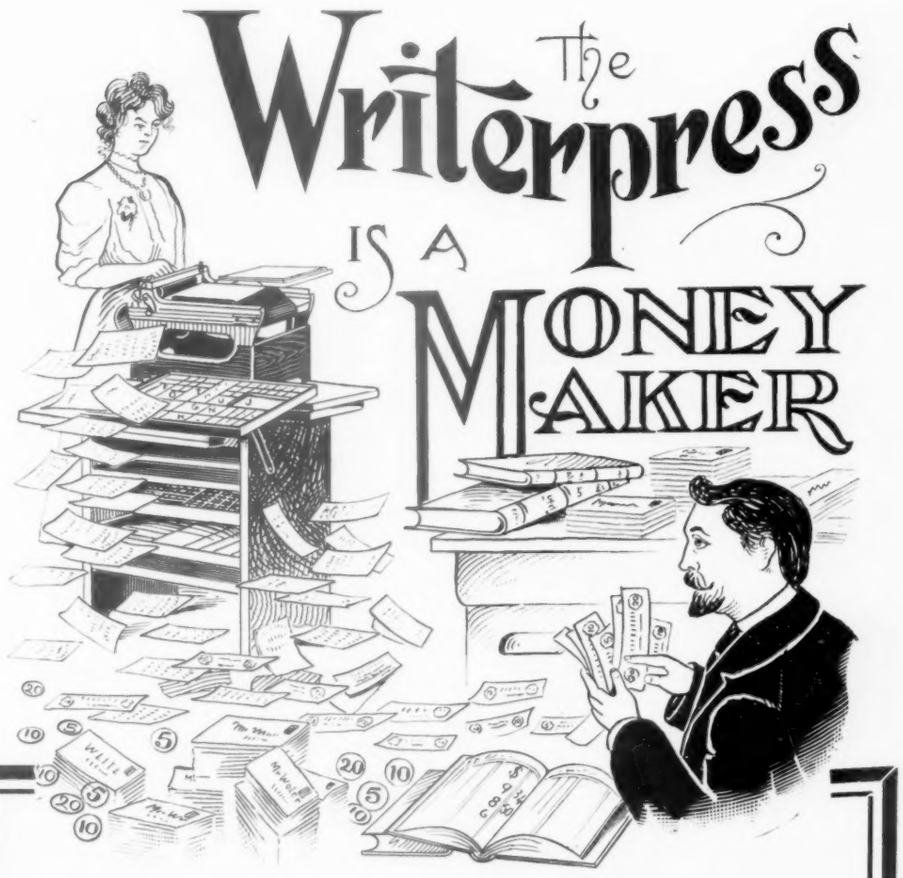
Gevurtz Bros. are engaging in the furniture business at this point.

Sunnyside, Wash.

E. B. Jones has sold out his furniture store.

Salt Lake City, Utah.

The J. P. Paulson Co. has been incor-



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THE DUDLEY
Loose Leaf, Book, Pad and Copy Holder . . .

Made for the efficient handling of all kinds of copy work. The only holder devised for use with books of record. ¶ Send for circular describing full line.

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VICTOR

tabulating device is a model of simplicity and accuracy

It makes billing and all form work easy.

It relieves the operator from the mental strain of having to verify the position for each column.

Every Victor Typewriter is equipped with a tabulator.

It saves time.

It saves money.

A descriptive Catalogue upon request.

Territory open to dealers.

VICTOR TYPEWRITER COMPANY
812 Greenwich St.
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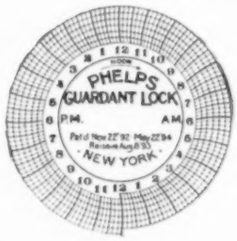
REMEMBER!

We Sell or Rent Our Locks

There is *only one* Time Recording Door Lock made today—*The Original—The Phelps Guardant Lock* that has not a claim made for it for which the lock will not "*Make Good.*"

The lock with a *ten year* record—*with a price attractive to all*—and with a company back of it that can post you in every respect in regard to the art of Time Door Lock protection from every standpoint known today in the art. Before renting or buying you should *know* everything *we know*, then you will make *no mistake* and to know what we know will cost you but the postage and trouble to ask our New York office. *Write and secure agency for your locality.*

At a glance you may see the daily or weekly record of opening and closing.



The Phelps Guardant Time Lock Co.

74 Cortlandt St., New York, N. Y.

Chicago Office: 70 La Salle Street

WE WILL OFFER SPECIAL DISCOUNTS FOR 60 DAYS

porated, and will handle bar and store fixtures.

Bozeman, Mont.

R. F. Bohart, a furniture dealer, has admitted Will Emerson to partnership in his business.

Seattle, Wash.

The Alaska Curio & Furniture Co. has been incorporated, with a capital stock of $50,000.

Chant, Okla.

The Hopkins Furniture Co. has sustained a heavy fire loss.

Percival, Ia.

Roger Bros. are about to open up a department store here.

College Springs, Ia.

Mr. Abbott has purchased the furniture business of L. M. Stevenson.

Milwaukee, Wis.

The C. W. Fisher Furniture Co. has sustained a fire loss of $100,000.

Leigh, Neb.

S. D. Hoesleys has sold his half interest in the furniture firm of Wenk & Hoesley to A. H. Philson.

Anacortes, Wash.

L. E. Dodge has retired from the furniture firm of Dodge & Son.

Ballard, Wash.

H. C. Bohlke has succeeded to the entire furniture business of Bohlke & Christenson.

GEORGE L. SCHOFIELD MISSING.

George L. Schofield has been missing since July 17, 1906. He was last seen in Rochester, N. Y. Mr. Schofield has been employed in selling typewriters and typewriter supplies in California, and other parts of the United States. He has also worked in Canada. It is thought that he is still in the business and may be known by some other name. His parents are exceedingly anxious to know of

SCHOFIELD—MISSING!

his welfare and will liberally reward anyone giving information which will lead to a knowledge of his whereabouts.

The cut above is a good likeness of Mr. Schofield, who is 22 years old, 5 feet 8 inches in height, weighs 125 to 135 pounds, has a ruddy complexion and dark hair and eyes. Any information regarding him should be addressed to George W. Schofield, Berlin, Conn.

COMMERCIAL TALKING MACHINES

(By Special Correspondence.)

Chicago, Ill.

The National Phonograph Co., through their Chicago office, with Edwin C. Barnes as manager, offered $50 to the person who would write the best letter on "What the Edison Business Phonograph has done for me." The copy had to be submitted by December 1st. We hope to give an account of the award in our next issue, and possibly reprint the reader.

* * *

W. W. Parsons, manager for the Columbia Phonograph Co., has been active lately with a campaign among the users of commercial phonographs with a personal letter describing the many new advantages of the company's late models.

* * *

One of the newest things in the commercial graphophone trade is the establishment of an exchange for transcribing the dictation to the graphophone. The office is in the Stock Exchange Building, with Miss B. Shaffer as manager.

Cincinnati, O.

(By our special correspondent.)

Mr. Johnson, formerly city salesman for the Remington Typewriter Co. in this city, has resigned to accept a position as manager of the Commercial Phonograph Department of the Columbia Phonograph Co., and has just started on a tour of the state, making Cleveland, Columbus, Dayton, Toledo, and Lima, and expects to place about 50 machines. Mr. Johnson is the only salesman the Columbia people have in this territory, while the Edison Co. has four.

London, Eng.

At a meeting of the Graphaphone and Typewriter Co., Ltd., of England, the financial report showed a profit of 264,000 for the past year, with a dividend declared of thirty per cent, and carrying a surplus of some $3,000,000, certainly indicating a remarkable development of the talking machine and affiliated interests as conducted by this firm.

AMERICAN DEVICES IN CHINA.

Cash registers made in the United States are to be found in many of the larger business houses, clubs, and hotels, and there seems no reasonable doubt that many more could be placed here if the manufacturers would make as systematic a campaign for their sale as they do at home. The same may be said of adding machines, of which there are none in Tsingtau as yet. Chinese clerks could learn very quickly to operate these machines, and they should surely be able to compete with the old "abacus" in banks and the larger business houses. In office appliances, such as filing cabinets, letter trays, manifolding devices, paper clips, and the dozens of little conveniences now to be had everywhere, a German firm has an absolute monopoly in Tsingtau. There are any number of American companies making large enough variety of these articles to pay them to send a representative to the Orient and thus secure at least a share of the trade.

THE SEAL
OF THE
USERS' APPROVAL

Expressed through their continuous demand,
is indelibly stamped on

Keystone
Ribbons and Carbons

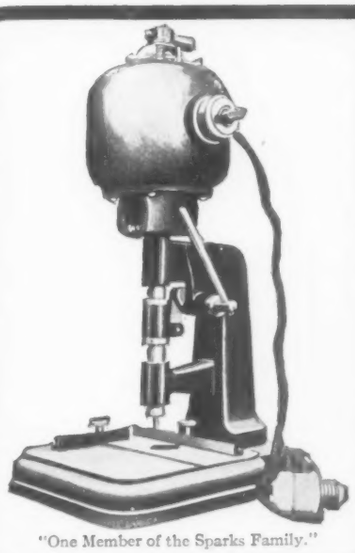
The quality and price of Keystone lines and their position in the users' favor point the way unmistakably to the Dealers' Opportunity

Write for Samples and Prices.

Keystone Carbon Paper Manufacturing Co.
Home Office and Factory: FRANKLIN, PENNA.

NEW YORK OFFICE:
26 Broadway,
N. Y.

LONDON OFFICE:
8 Long Lane, Aldersgate Street,
London, Eng.


"One Member of the Sparks Family."

Sparks
Electric Desk Punch
(PATENTED)
is made for Office and Bank purposes
for punching round holes (1/8" to 5-16" diameter) through coupons, legal papers, cards, sheets for binders, stock certificates, etc., etc.

PUNCHES THROUGH 1/2-INCH PAPER

The Sparks Electric Desk Punch has an ELECTRIC MOTOR and a cord and socket plug which may be instantly attached to any electric light socket.

OTHER SPARKS DEVICES
LOOSE LEAF LEDGER SPECIALTIES:

Round Hole Machine—holes 3-32" to 9-16" diameter. Punches 750 sheets paper or 100 sheets card at one operation. 1,000,000 holes a day—cost of 1/8 cent per 1000 holes.

Slotting Machine—18 shapes of slot cutters. 100 cards at one operation. One minute to change cutters.

Sparks Crimper—for crimping loose leaves.

STATIONERS, DEALERS, LOOSE LEAF MANUFACTURERS

YOU OUGHT TO KNOW MORE OF THEM

The Sparks Electric Desk Punch is now used by many banks to cancel checks, coupons, etc., because of its EFFECTIVENESS. Also by commercial concerns, while the OTHER SPARKS DEVICES are so great a SAVING FACTOR in the manufacturing cost of *loose leaf supplies, card systems*, etc., that no manufacturer without them is saving all he *can* and *should*.

WRITE FOR MORE PARTICULARS TO

Walter Sparks, 12 Dutch St., New York

Celluloid Reinforced Guide Cards

¶ The biggest improvement ever made in card index equipment.

¶ They last forever—never become dog-eared—never become soiled.

¶ They are an economy that appeals instantly to every user of card indexes.

¶ **Don't deal with imitations**—our process is the only successful one ever devised. Send for samples and prices.

American Business Supplies Company

Dept. A,
212 Summer Street
BOSTON, MASS.

RIBBON & CARBON PAPER NEWS

Cincinnati, O.

(By our special correspondent.)

Mr. Crawford, who has been for years with the Cincinnati branch of the Kee-Lox Mfg. Co. as manager, has resigned his position to engage in the tea and coffee business, being one of the officers and directors of the company. Mr. Hellebush, who was formerly with the Bradley & Sorin Stationery Co., has accepted the position succeeding Mr. Crawword.

* * *

The ribbon and carbon business in Cincinnati is on the boom and most of the agencies in this city are doing well with their business.

New York City, N. Y.

(By our special correspondent.)

Frank Bayer, make rof typewriter ribbons, at 22 North William street, New York, have just received a letter from the Office Supply & Fixture Co., of Charleston, S. C., advising him that the county records for the Charleston were being made in books with the use of his make of ribbons, after a test of the various brands of ribbons had been made, which is a very strong endorsement for Mr. Bayer.

* * *

A meeting of the Ribbon and Carbon Manufacturers' Association was held at the Astor House, New York, on Wednesday, December 4th, in the Yacht Room. Mr. F. O. Mittag was in the chair, and there was a very fair attendance. After the banquet there was a general discussion on matters appertaining to the trade. Among those present were A. P. Little, Mr. Rogers, Neidich, Bartlemas O'Connor, Rice, Archbald, E. M. Wilson, Malcolm, Clarke and others.

New Brunswick, N. J.

C. E. Archbald of New Brunswick, N. J., has just returned from a trip through the west. He reports business as fair but currency scarce.

San Francisco, Cal.

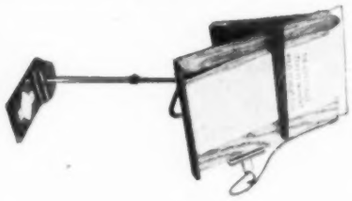
The Coast Typewriter Supply Co., with J. A. Gottlieb as manager, formerly of St. Louis, have begun active operations in San Francisco at 660 Market street, acting as general agents for the coast for the Kee-Lox Manufacturing Co., and several of the trade from the East have visited Mr. Gottlieb and wished him all the success in the world.

* * *

Heard in a Buffalo Office Building.

Office Boy—What have you got there?
Salesman—A No. 5 Oliver typewriter.
Office Boy—How does it work?
Salesman—It works in a whisper, sonny.
Office Boy—Gee, that'll please the boss.
Salesman—Why?
Office Boy—'Cause I caught the typewriter whispering to him the other morning and he was tickled all day.

3 (Three for $1.00). ORDER TO-DAY



To Dealers Selling TYPEWRITER RIBBONS and CARBON PAPER—

READ THIS AD IF YOU DON'T READ ANOTHER IN THE BOOK

live ones and dead ones—all kinds—If you wish to increase your sales on typewriter ribbons and carbon paper write us and we will tell you a plan that will sell the goods and get customers in a way that will "stagger" you. We will make no charge for this information and will guarantee that "as true as the law of advertising is true" that this plan (which will not cost you a cent) will do as we say. But you must send us $1.00 for three of these (see cut) stenographers copy-holders and the information will come with them. We are selling the holders and give you the information for good measure. The holder is a "seller," "It's up to you" now.

CLEVELAND COPY HOLDER CO.
44 Mars Avenue, CLEVELAND, OHIO

ASK ACCOUNTING.

Declare That Former Officers Took Funds From Company Without Formality of Declaring a Dividend.

Trenton, Nov. 16.—Suit has been commenced in the Chancery Court by Charles E. Archbald and Edgar M. Wilson, of New Brunswick, stockholders of the Pen Carbon Manufacturing Co., which has a plant on Mine street, New Brunswick, against Oscar G. Dittmars and Philip Kendig, formerly officers of the company. Dittmars and Kendig last spring sold their holdings to Archbald and Wilson. The defendants now reside in Brooklyn.

The suit is for an accounting of money which it is claimed by the complainants, the defendants took out of the company when they were stockholders and officers without the formality of declaring any dividends. In other words, it is alleged that instead of taking the usual way, the stockholders took out the funds as they saw fit and the assets were thereby depleted.

When the company was sold out to Archbald and Wilson there was a mortgage given to Dittmars for the sum of $2,200 which it was claimed was due from the company to Dittmars at that time. The complainants in the present suit claim that they discovered that the $2,200 really represents assets of the company and that the company therefore has a mortgage on its property for what is equivalent to a debt due itself. They ask that this mortgage be delivered up and surrendered for cancellation.

The bill in the suit also asks for an accounting of the funds alleged to have been taken by Dittmars and Kendig and that they be required to pay over to the complainants for the use and benefit of the company or to the company itself all money found to be due and owing which they took while they were officers except such as they received by salaries or dividends regularly declared.

Process in the suit has been served upon the defendants in Brooklyn and they have until early in December to answer the summons.

The case promises to be a very interesting one, involving as it does some nice legal questions about trusteeship. Woodbridge & March, of New Brunswick, represent the complainants.

Dittmars was president of the company and Kendig, secretary and manager. Kendig and his wife both had stock in the company.

The Y Y Y Man.

There is a farmer who is Y Y
  Enough to take his E E,
And study nature with his I I,
  And think of what he C C;
He hears the chatter of the J J,
  As they each other T T,
And sees that when a tree D K K
  It makes a home for B B.
A yoke of oxen he will U U
  With many haws and G G,
And their mistakes he will X Q Q
  When plowing for his P P.
He little buys, but much he sells,
  And therefore little O O;
And when he hoes his soil by spells
  He also soils his hoes.

—Sam Lloyd, in Woman's Home Companion.

SEE PAGE 15 of our catalogue for the

DEALERS

There you'll see this sectional stack composed of Top, Book Case, Document File, Card Index, Legal Blank File, Reducer, Vertical Letter File, Insurance File and Base. . . . .

A Fine Stack for Law Offices or FOR GENERAL USE

We Want Dealers—Connect With Us

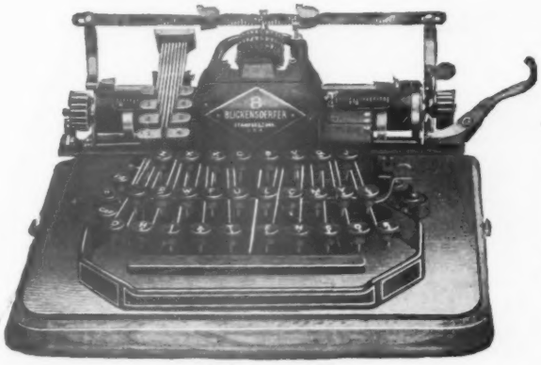
We have a line of goods for the trade that offers advantages which any dealer will find hard to duplicate anywhere else. We make a Vertical File with Ball Bearing Lipped Drawers. Our catalog is just a plain affair designed to give the dealers in a small measure an idea of the extent of our line. We want the goods and the price to do all the talking. We prefer to put our capital into the furniture rather than in expensive advertising. If interested send for our catalog. We want dealers to connect with us.

AMERICAN SECTIONAL FURNITURE COMPANY
MINNEAPOLIS MINNESOTA

BLICKENSDERFER Typewriters

Visible Writing

Light Action



Interchangeable Type

Back-Spacer

NEW No. 8 MODEL

Equipped with DECIMAL TABULATOR for which no charge is made

SEND FOR CATALOG THIRTY-TWO.

The Blickensderfer Mfg. Co.
STAMFORD, CONN.

We Manufacture

Adding Rolls

For All Makes of Machines

Ruled or Plain

Cash Register Customers Rolls
Cash Register Detail Record Roll
Police Ticker Rolls
Rapid Roller Copying Tissue
Time Clock Rolls Telephone Rolls

All sizes and styles of small rolls made to order. Estimates and samples cheerfully furnished.

BENJAMIN E. BUCHANAN
Manufacturer of SMALL ROLL PAPER
4th and Commerce Streets
PHILADELPHIA, PA.

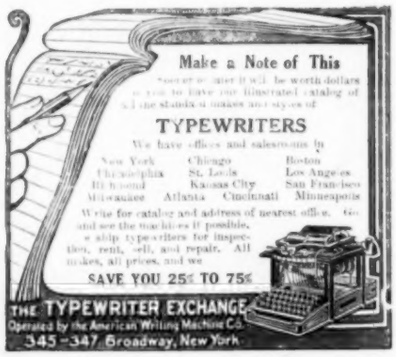
$100 THE $100 DILWORTH ADDER

Make it easy for yourself

Nothing modern about this

A practical **Pocket Adder** that saves tedious memorandum work, and is used to great advantage many times during the day. Sent postpaid for $1.00. Made of very durable material, is inclosed in neat leather case with full instructions and hardwood pointer for operating. Has no mechanism and may be operated with the point of a pen or pencil. Nothing like it on the market. Used for totaling miscellaneous items from books or bills, cross adding, trial balances, checking, etc. Saves a large amount of tiresome calculation, and is practical, simple, compact and cheap. Capacity, $9,999,999.99. Just the size of your pocket-book.

DILWORTH ADDER CO.
1220 FULTON BUILDING, PITTSBURG, PA.



FIELDER & ALLEN CO. ENLARGING.

An Indication That This Very Active Southern Firm is on the Climb.

On January 1st with the coming of "prohibition" in Atlanta, Ga., the Fielder & Allen Company, general office appliance dealers and stationers, acquire the building formerly occupied by the liquor firm of Bluthenthal & Bickert, at the corner of Marietta & Forsyth street, as shown on this page.

The company does a general office supply business, and are agents for an extensive line of up-to-date business appliances, making their motto as "Everything for the Office."

With the new store, they will establish what might be termed an office appliance department store, as it will contain everything in the way of supplies for churches, schools, banks, offices and threaters, from bank vaults and pulpits to lead pencils and rubber bands.

A Novel Display.

For the better illustration of the manner the various goods can be used, as handled by this firm, they are arranging to display a miniature theater, a model school room, museums containing typewriters of all makes and all kinds of adding machines, a model bank and other unusual features.

To accommodate the new business, the building will be remodeled from top to bottom and the Fielder & Allen firm will have a floor space of 333,000 square feet, with a frontage of 104 feet on Mariette street.

The remodeling of the building will require several months, so that Fielder & Allen Co. will not be able to take possession until early spring.

The firm make a specialty of handling the "Oliver Typewriter, the "Standard" Adding Machine, the "Edison" Mimeograph, "Y. & E." filing devices and other standard goods of popular make, and with their very active management and extensive business manipulations are one of the largest office appliances dealers and stationery specialists in the South.

CO-OPERATIVE STATIONERY BUYING.

The "Associated Stationers" of New York and Their Plan of Joint Purchases.

The Associated Stationer's Company, an organization of New York stationery, incorporated for $100,000, for the purpose of creating a purchasing power in from united forces that makes it possible to secure stationery, specialties and staples at the lowest possible price for those who are members of the organization, held their annual meeting during the close of November and reviewed the first work of this new organization by the Board of Directors, and passed upon the acceptance of the submitted report of the committee as satisfactory in the whole.

The company has already started to purchase for their members under their plan, this being accomplished through an executive committee appointed for the purpose.

At the recent meeting, the following gentlemen were elected:

Edward V. Brokaw, of E. V. Brokaw & Bro., 52 New street.

Lucius H. Biglow, of L. H. Biglow & Co., 33 Nassau street.

James L. Clarke, of Montross, Clarke & Emmons, 51 Nassau street.

Henry G. Craig, of Stewart, Warren & Co., 29 Howard street.

R. S. Dennison, of Dennison & Sons, 6 Liberty street.

Nathaniel A. Hanau, of Fielder & Hanau, 633 Broadway.

Aaron Langstadter, 506 Sixth avenue.

Charles A. Lent, of Brown, Lent & Pett, 33 Maiden Lane.

James J. Moore, of the Searing & Moore Company, 24 Beaver street.

Charles Murray, of Gerry & Murray, 75 Broad street.

George W. Schmidt, of Corlies, Macy & Co., 441 Pearl street.

William Siegert, 78 Beaver street.

Clarence M. Smith, of Smith & Thompson, 23 Beaver street.

Charles Talcott, of Wilbur & Hastings, 37 Fulton street.

NEW FIELDER & ALLEN BUILDING, ATLANTA, GA.

Louisville, Ky.

For the first time in the history of Louisville, adding machines will be used by the Board of Election Commissioners in its official count of the recent election ballots. This was decided at a meeting of the board, held recently at the office of Sheriff Scott Bullitt.

On account of the extraordinarily large size of the ballots this year, the work of the board will be exceedingly onerous. It was the consensus of opinion that the counting by mental act alone would be an endless task, and for this reason it was voted to employ an adding machine.

This decision may be taken as a victory for modern science, as it constitutes in Louisville an official recognition of mechanical computation as against human brain, which for ages past was the only known standard.

The board appointed Charles Meriwether chief tabulator and Lewis Humphrey chief assistant tabulator. The Democratic and Republican parties are entitled to five assistants each, but as the Democrats did not have their list made, it was decided not to make these appointments until this morning.

The official count will begin promptly at 10 o'clock this morning, and will continue until finished.

A Remarkable Endurance Test.

The general impression among those who have never examined the mechanism of the adding machine is that it will stand very little hard usage.

When it is considered, however, that the best adding machine outwears five or six of the standard high priced typewriters—that the Burroughs has been on the market for fifteen years, we commence to marvel at the remarkable mechanical skill that has made it possible to design and build a machine with so much accuracy, that it could withstand the hardest kind of usage for so long a period.

In the experimental laboratory of the Burroughs Adding Machine Company, at Detroit, Michigan, a remarkable endurance test was recently made. During the past three years the Burroughs Company have been thoroughly testing the Burroughs electrical drive machines. It is the practice of this company to thoroughly test by actual work every new device before it is put on the market, and the electrical drive Burroughs is the latest production of what is considered to be the most highly organized adding machine plant in the country.

On a recent occasion a regular stock electrical-drive Burroughs was tested for the purpose of getting data on endurance. First, a key in every bank was depressed, thereby requiring it to use its largest capacity; then the repeat key was locked down, and the operating bar tied in position for operation, so when the current was turned on, the machine would operate automatically and continuously.

This machine was then started at a speed of 160 strokes a minute. It was left running at this speed 24 hours a day for 18 days. At the end of this time the machine had actually operated 4,147,200 times without a stop. The current was then shut off and a careful examination of the machine was made by the expert. There was no visible wear of working parts; no heating of either motor or mechanism and the machine did not even require oil-

The current used was not quite as much as would have been consumed by a 16 candle-power incandescent lamp in the same time.

HOSACK GOES WITH THE PIKE.

The Adding Machine fraternity always seems to be fortunate in gathering within their ranks an able and progressive body of men. One of the latest additions to the New York field is F. A. Hosack, who has quite recently taken charge of the sales department for the Pike Adding Machine Company in the great metropolis.

The success which Mr. Hosack attained in introducing and selling the Pike in the various departments of the Government was beyond the highest expectations. It is reported that he sold the Pike to every Government de-

F. A. HOSACK.

partment with one exception, and in many cases completely equipped the bureaus and divisions with the electric Pike.

When W. B. Manny retired from the active management of the New York branch, Mr. Hosack's success was rewarded by making him the new manager. No doubt Mr. Hosack will repeat in New York the exceptional record he made in Washingto nd a,hn wmalirlc up the labors of his new position with the best wishes of a large body of adding machine men, who regard "success" as the highest prize which can be attained.

The Boost Club Philosophy.

If you were in rugged health and three friends told you you looked sick, you'd worry yourself sick. If every one wears a long face and prophesies hard times and disaster, we'll get a good imitation of it. There are two kinds of Boosters—the one who boosts when his pocket is full, business good and everything coming his way; the other who wears a cheerful countenance and talks encouragingly of good times even when things are going against him temporarily. It's the latter kind of Booster that makes prosperity—if there are enough of him—and is a patriot in the broadest sense of the word. To be true to our name, our aims and purposes—it's the only type of Booster we can afford to be. Be optimistic and patriotic. Now is the time to boost.

The Cram Company Not Suspended.

The widely circulated rumor that the Cram Writing Machine Company of St. Louis had suspended and would no longer be found in the writing machine field is officially denied. C. G. Lewis, treasurer of the company and strongly connected with the National Bank of Commerce of St. Louis, in discussing the report, said with considerable emphasis: "The rumor is utterly without foundation. Several months since we saw that a financial flurry was imminent. We hastened the manufacture of machines until we got a sufficient supply on hand, then we shut down. We will resume factory operations in January. Our office is just as busy as ever and no diminution in our business has occurred."

The Moon-Hopkins Model.

The Moon-Hopkins Billing Machine Company of St. Louis is confidently expecting to have its complete model on the market by January 15. This is a combination adding, writing and billing machine, making all computations directly. In its general mechanism there are many features that deserve the highest commendation. A detailed description of the machine and plant will be given in a later issue.

ADDING-TYPEWRITER

Chicago, Ill.

Mr. G. F. Watt, general manager of the Elliott-Fisher Co. of New York, was a visitor in Chicago recently, and reports that the general outlook for the company has never been better and that the western business in particular was very gratifying.

* * *

L. W. Langford, the general western sales manager for the Elliott-Fisher Co., with headquarters in Chicago, has just finished a general visit to all the western offices, and upon his return to Chicago entertained all the various district managers at the Chicago office. One evening's entertainment consisted of a visit to Mr. Langford's home on the north side, where a most enjoyable time was had and a close acquaintance with the men made possible.

* * *

J. W. Kiser of the Wahl Adding Machine Co. recently purchased the patents and property of the Goldberg calculating machine and it is understood that some kind of a working arrangement has been made between Mr. Kiser and the Wahl Adding Machine Co., which will give the latter company protection under the Goldberg patents.

All who have seen the "Symphony of Success" issued by the Oliver Typewriter Company as a Christmas souvenir appreciate its beauty and its sentiment. It is very highly prized by those who are fortunate enough to secure one.

The ADDING MACHINE

(By Special Correspondence.)

Chicago, Ill.

(By our special correspondent.)

Wm. R. Bailey, formerly agent for the Standard Adding Machine Co., at Indianapolis, Ind., is now an inspector for the Pike Adding Machine Co. in their Chicago agency.

* * *

The Pike Adding Machine Company has just made and sold a special machine to the Mitchell Spalding Coal Company, Chicago. This new machine will record the dates, car numbers, as well as the amount of the items in dollars and cents, which column is added in the usual way. For statement work the machine will be very valuable. The coal trade should form a large field for a machine of this type.

* * *

The new wide carriage which the Standard Adding Machine Company will bring out in the near future will be a feature of special value, and it should meet with a hearty approval if it suffices for all that is claimed for it. The demand for devices which will take the place of the long laborious methods of the bookkeeper is growing every day, and each new invention or device in this direction is watched with much interest.

* * *

The manufacturers of the Comptometer, Felt & Tarrant Mfg. Co., 172 Washington street, are looking forward to an increasing business. They claim that their business for the last month was the largest in the history of the company. They have nothing to offer in the way of improvements on their machine, believing that it is as near perfect as it is possible to have a machine.

* * *

R. C. Stephens, secretary of the Wahl Adding Machine Company, was in New York during a portion of the month, opening up a branch office of the company.

* * *

H. E. O'Burg, formerly with the Burroughs Adding Machine Company, Buffalo office, has been recently appointed salesmanager for the Wahl Adding Machine Company, Chicago.

* * *

The McCaskey Electric Calculating Company, Chicago, will have something entirely new in the adding machine field when their new model is perfected. Full announcement will be made in Office Appliances at a later date.

* * *

The Chicago office of the Wales Adding Machine Company has been discontinued, at least temporarily. The agency was in charge of W. R. Elwell and the offices were located in the First National Bank building.

* * *

L. E. N. Ogle, formerly with the Comptograph Company, was recently appointed salesman with the Burroughs Adding Machine Company, Chicago office.

* * *

G. B. Atchison has been added to the sales force of the Chicago office of the Burroughs Adding Machine Company. Mr. Atchison was formerly with the Comptograph Company.

* * *

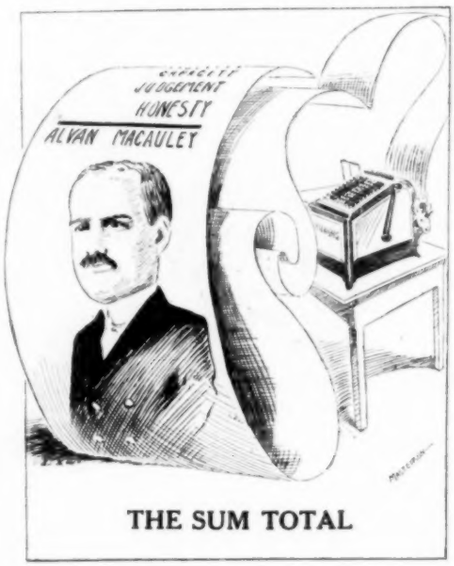
Joseph Boyer, president of the Burroughs Adding Machine Company, has returned from a successful hunting trip in Northern Michigan. We say "successful" because we note in "Burroughs" their house organ that the first prize offered for the largest amount of business will be the antlers of a fine deer killed by Mr. Boyer, who will have it nicely mounted and bear a silver name plate suitably inscribed.

* * *

Detroit, Mich.

(By our special correspondent.)

It is reported that the sales of the Burroughs Adding Machine Company for November were considerably ahead of the same month in 1906, in spite of the somewhat unfavorable business conditions.



THE SUM TOTAL

* * *

There is authority for the statement that collections of the Burroughs Adding Machine Company during October and November were uniformly excellent. On one day, November 25, in the height of the money stringency, the collections were the largest of any one day in the history of the company.

* * *

The Burroughs Adding Machine Company's list of prizes for winning salesmen during the month of December is the finest and most costly the company has ever offered. Early reports from the sales force indicate that the month's business will make a banner showing compared with the corresponding period in other years.

* * *

The "Owl" class at the Burroughs factory is one of the signs of the co-operative spirit of the times. The "Owls" are a class of 25 young men employed in the general offices of the Burroughs Company who have voluntarily organized for the study of Burroughs sales methods and mechanical principles. Meetings are held semi-weekly, under the direction of instructors from the various departments, and frequent addresses are made by officers of the company who have been attracted by the enthusiasm displayed by the youngsters.

* * *

Des Moines, Iowa.

(By our special correspondent.)

A funny photograph has been given to August Pohl, the Burroughs salesmanager here, by one of his users who runs a livery stable and hack line. It shows the Burroughs machine mounted on top of the 'bus, serving as a register for fares, which are "rung up" according to the amount of money received from each passenger.

* * *

Charleston, W. Va.

(By our special correspondent.)

J. M. Scott, traveler for the Burroughs Adding Machine in this territory, is doing an excellent business and is always one of the leaders for his quota.

* * *

Cincinnati, O.

(By our special correspondent.)

The Pike Adding Machine Co., which has established one branch office in Ohio, and that one at Cleveland, but has not as yet entered the Cincinnati field, was expected some time ago, but will probably open early in the spring of next year.

* * *

The Standard Adding Machine Co. is now under the management of Mr. Shulz, of Pittsburg, who has just taken charge during the past month.

* * *

Cedar Rapids, Iowa.

(By our special correspondent.)

P. G. Bender, the Burroughs salesmanager, continues the active sales campaign which he has followed throughout the entire year. Mr. Bender has recently added a promising young recruit to his staff in the person of B. E. Eagon, who comes from another division of the specialty field.

* * *

Houston, Texas.

J. E. Cannon, of the New York office of the Burroughs Adding Machine Company, has recently accepted a position as traveling salesman for the Houston office under C. C. Asbury.

* * *

C. C. Mott has joined the ranks of the Burroughs Co. at Houston, a mechanical inspector.

* * *

Graham Goldthwaite, formerly with the local Burroughs office, is now connected with the local office for the Pike Adding Machine agency as a salesman.

* * *

Hartford, Conn.

The engagement is announced of C. S. Pike, one of the best known men in the office specialty field in this section. Mr. Pike is Hartford manager for the Burroughs Adding Machine Company, and the young lady who is to be Mrs. Pike is Miss Mabel Holliday, the daughter of a prominent manufacturer in Detroit, the home of the Burroughs.

* * *

Minneapolis, Minn.

(By our special correspondent.)

C. G. Cotton, manager of the Burroughs

ADDING MACHINE NEWS—Continued.

organization in the Twin Cities, reports a sale made to the Bank of White Earth, of Ogema, Minn. This bank is unique in its makeup, being officered and manned entirely by native Indians, and even the stockholders are red men.

Milwaukee, Wis.

The latest story on "hoarding" is reported by E. D. Haven, salesmanager for the Burroughs Adding Machine Company. Mr. Haven sold a Burroughs recently to the largest lithographic house in Milwaukee, and the president of the concern was greatly interested in the operation of the machine. A few days after the purchase, according to the story, the president went down to the office one evening to look over some reports. While engaged in doing this, he decided to foot up some remittances on the Burroughs. He was surprised to find the handle of the machine missing, however. A search of the office, high and low, failed to uncover the handle, and he was about to give up the search, when he happened to go to the safe, and lo, there in the cash drawer was the missing lever of the Burroughs. The bookkeeper had learned how to lock the machine by removing the handle, and did not propose to have the machine tampered with in his absence. This gives some idea of the affection which the toiling man of figures feels for that modern assistant, the adding and listing machine.

Minneapolis, Minn.

E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company, gave an interesting talk to the Publicity Club of this city at a meeting held at the Nicollet November 22. Mr. Lewis' subject was "Advertising a City," and he gave out some pertinent and forceful views on this subject, based on the advertising which Detroit, the home of the Burroughs, has received throughout the country. Not the least of Detroit's attractions, said the Burroughs scribe, is the Burroughs model factory, which attracts prominent business men from all over the country.

New York.

The Wales Adding Machine have just brought out a new illustrated catalogue, which for tasty and artistic get-up it would be hard to excel. The cover is in gray and silver, and the illustrations of the machine are very fine and printed in colors. Interspersed with a description of the machine are views of the factory, showing the extent and scope of the works at Wilkes Barre, Pa. A bird's eye view of the factory is given on the last page. The text is beautifully printed, and the pamphlet as a whole reflects great credit on its producers.

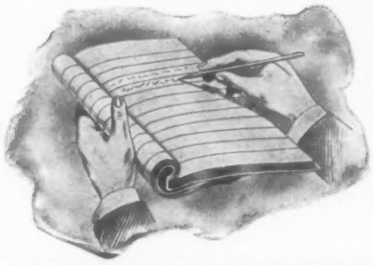
* * *

H. C. Peters reports that the Burroughs Adding Machine organization in Gotham established a new selling record on November 19, when the office turned in its one-thousandth sale for the year 1907.

* * *

C. Prest, of the New York Burroughs organization, made a call recently on a prominent Italian banker on Broadway. By great good fortune, he arrived just as his prospective customer had received an official message from King Emanuel, informing him that he had been raised to the rank of a "Chevalier" in recognition of important services in promoting trade between the two countries. It is easy to see that Mr. Prest arrived at the

OURS IS
THE HOUSE FOR THE DEALERS
and Dealers only.
RAMER'S REBUILT READY TO SELL TYPEWRITERS
Are all of modern make, in first-class REBUILT condition, are fully guaranteed and SOLD TO THE TRADE ONLY. Write us and we will do right by you.
WHOLESALE TYPEWRITER COMPANY,
"To the Trade Only" 108-110 Duane Street, New York City

Stenographer's Note Books

Diamond "G" Line.
Best on Market.
Made in seven grades. Without question the most popular line sold—famous for quality and satisfaction. Put up for you under your own imprint. Sample book and prices upon request.

ROCKBARNES TYPEWRITER PAPERS: Our line, comprising 31 different papers, leads in sale and reputation all other lines, gained solely upon merits of quality, finish and fineness of texture and durability. Will put up under your own labels. Catalogue "B" and prices on request.
TYPEWRITER CARBONS AND RIBBONS: We are exclusive Western and Southern Distributors of A. P. LITTLE'S FAMOUS PRODUCTS, which stand alone by themselves for Highest Quality Carbon and Ribbon Perfection.
FLAT PEN AND PENCIL CARBONS
ROCKWELL-BARNES COMPANY
800 BALDWIN BLDG. :: :: :: :: :: CHICAGO, U. S. A.

ADD TONE TO YOUR STATIONERY IN THE OFFICE, BANK, SCHOOL OR HOME BY USING ONLY WASHBURNE'S PATENT ADJUSTABLE
"O.K." PAPER Fasteners
There is Genuine Pleasure in their Use as well as
PERFECT SECURITY
These Fasteners are in a class by themselves.
There are no others like them, therefore they can *not* be compared with the ordinary paper clips which depend on friction for their holding power.
NATURAL SIZES
The *"O. K." Paper Fasteners* have the advantage of a *tiny, but mighty, indestructible piercing point* which goes through *every* sheet, co-acting with a small PROTECTING SLEEVE which prevents any liability of injury.

Handsome. Compact. Strong. No Slipping, Never!
Easily put on or taken off with the thumb and finger. Can be used repeatedly and *"they always work."* Made of brass, 3 sizes. Put up in brass boxes of 100 Fasteners each.
THE O. K. FASTENER CO., Inc., Mfrs.
Dep't R SYRACUSE, NEW YORK

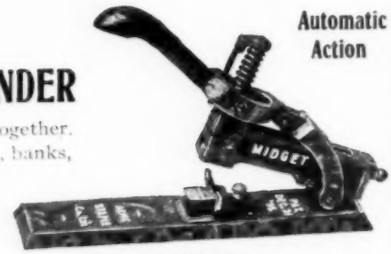
THE OLD RELIABLE

SURE SHOT BINDER

is still the universal favorite. Nothing could do the work better. It is economical and simple.

WILL BIND FABRIC UP TO ¼-INCH.
Holds 100 staples. Is equipped with
ANTI-CLOGGING DEVICE.
FULLY GUARANTEED.

Automatic Action



PATENTED

THE LEVER ACTION MIDGET BINDER

is designed for fastening papers and light fabric together. Has an enormous use in insurance offices, law offices, banks, phone exchanges and business offices generally.

MANUFACTURERS and IMPORTERS

also use the Midget in preparing samples of clothing, cloaks, suitings, straw braid, laces, neckwear, silks, etc., etc.

MOST DEALERS SELL THEM---DO YOU?

Write for printed and illustrated matter showing the full Acme Line—larger and better than all others.

ACME STAPLE CO., Ltd., 500 N. 12th St., Philadelphia, Pa.

NON { Filling / Fading / Drying

U. S.

RIBBONS and CARBON PAPERS

OILS, ERASERS AND PENCILS

ESTABLISHED 1899

We claim our ribbons to excel those of all other manufacture in the following details:

1. Most intensely jet black records.
2. Most brilliant colors throughout.
3. Most durable.
4. Non-drying. Absolutely unaffected by cold, heat or atmospheric conditions.
5. Greatest copying strength.
6. Strongest and best for Duplicator and Hektograph work
7. Ink automatically distributes itself by capillary attraction, always presenting an evenly inked surface and ensuring uniform results. This feature also admits of goods being **inked clean** and yet giving good, clear, strong copies to the extreme endurance limit of fabric.
8. Tested and in constant use by United States and British Governments.

Bi-Chrome Ribbons a Special Feature

Large Contract Work and Manufacturing Imprint Goods for the Trade a Specialty

Inked Ribbons for Adding Machines, Time Recorders, etc.

WIDE (2 to 11 inches) RIBBONS made to order

Write for prices giving dimensions wanted.

U. S. Typewriter Ribbon Mfg. Co.

New Factory Address:

Sansom & Eighth Sts., Philadelphia, Pa., U. S. A.

Cable Address—Mustr.

ADDING MACHINE NEWS.—Continued

most opportune time, and it was but natural that he secured a good order. This shows that even the sovereign of a far-off land lends a helping hand to the hustling Yankee salesman who times his call for the "psychological moment."

* * *

The Comptograph Company through Mr. Wyeth, report that business during the past month has been an exceptionally good one for them. The financial distress has helped their business materially in creating a demand for machines.

* * *

The Pike Adding Machine Company also report good business during the month. They have been receiving a number of orders from abroad, among other countries Germany, Switzerland, France and Austria have sent direct for Pikes. At present they have no agencies, other than Great Britain, but the advantages of the Pike have brought good business.

* * *

The Universal Adding Machine Company, through Mr. Burnett, report that business with them has also been very good. Without a doubt, Mr. Burnett thinks, the reason for the sale of so many adding machines at this time was caused by the increased volume of checks, which had to be added up daily by the various banks.

* * *

W. H. Riggs, formerly salesman with the Elliott-Fisher Co., and more recently with the Universal Adding Machine Company, has resigned from the last named company and gone into business on his own account.

* * *

Johnson, Fleming & Beck, of 54 Leonard street, New York city, are the New York agents for the "Calculus" calculating machine.

* * *

An exhibition of modern calculating machines was held in the Educational Museum of Teachers College, West 120th street, New York, from November 30 to December 7, inclusive. The exhibit, which was in charge of Clifford Brewster Upton, instructor in mathematics, comprised the following machines:

The Burroughs, the Standard, the Comptometer, the Calcumeter, the Gem Adding Machines, the Elliott Fisher Typewriter, the Saxonia Calculating Machine, the Millionaire Calculating Machine, the Peerless, the Autorith, the Calculus, Cash Registers, and the Brandt Cashier.

On Monday, December 2, Mr. Upton gave an illustrated non-technical lecture on Modern Calculating Machines, and fully described each type of machine mentioned above and showed how extensively and for what classes of work, these machines are now used in modern commercial, technical and scientific work.

Considerable interest was taken in the display and the lecture. This is the first time within our knowledge that a college of the standing of the Teachers College, which is an annex of Columbia University, has taken note of the present-day uses of modern office appliances.

* * *

W. E. Tenney has joined the selling force of the Burroughs Adding Machine Company in New York city.

* * *

H. T. Freer, who was formerly with the Elliott Fisher Company, has recently taken

ADDING MACHINE NEWS.—Continued.

up the selling of the Burroughs Adding Machine with a New York territory.

* * *

Another new recruit to the Adding Machine industry is C. A. Stiles, who has recently been added to the selling force of the Burroughs Adding Machine Company.

New Haven, Conn.

The Connecticut Computing Machine Co. has elected H. P. Tyler as director and treasurer to fill the vacancy caused by the death of his father, Wm. R. Tyler.

* * *

L. H. Watrous, formerly with the Underwood Typewriter Company, has accepted a position with the Burroughs Adding Machine Company, taking charge of the Southern Connecticut territory. Mr. Watrous is well known in local business circles and a member of several New Haven clubs, and should make a popular and successful adding machine representative.

Milwaukee, Wis.

(By our special correspondent.)

A communication from William R. Elwell, sales agent for the Wales Visible Adding Machine, and the Adder Machine Company, of Wilkes-Barre, is interesting in that it partly explains the condition of affairs as existing between himself as agent and the company he represents, and is as follows:

During December '06 and January '07 writer entered into two contracts with the Adder Machine Company, covering Illinois, Wisconsin and Northern Peninsula of Michigan.

The A. M. Co. seemingly made some effort for a couple of months to carry out their contracts but when the change in ownership of part of the A. M. Co.'s stock took place, in the early spring, a new manager took hold and since that date a strong effort has been made to freeze writer out by embarrassing him in every way.

As soon as writer was informed that his administration was not satisfactory he offered to release the A. M. Co. from their contracts if the A. M. Co. would repay the actual expense incurred in the two offices, without asking for payment for his services. This offer was not accepted, the A. M. Co. preferring to law the matter, resulting in Wisconsin in writer's victory in Circuit court of Milwaukee, and the A. M. Co.'s appeal to Wisconsin Supreme court.

The Illinois matter has not progressed so far but is in the courts for adjustment.

The writer has no complaint to make and leaves the matter to the courts, trusting to the fairness of the people, both in the court organizations and in their individual capacities to uphold the right.

Yours truly,
W. R. ELWELL.

Parkersburg, W. Va.

Burroughs salesmen in this territory are engaged in a contest for a handsome trophy offered by J. C. Russell, manager of the Burroughs Adding Machine Company's Parkersburg office. The prize is a silver loving cup, beautifully designed and engraved, which will become the property of the salesman making the highest record for the last three months of 1

Seattle, Wash.

G. Andrews, the Burroughs salesman-ager of this section, has been distributing the

TYPEWRITER INSPECTION CO. WE 317 BROADWAY, N.Y.

RENT SELL REPAIR INSPECT TYPEWRITERS

Rebuilt Machines at Wholesale—Illustrated Catalogue on Application

Special Wholesale Prices on Machines not Rebuilt

Cylinders Recovered, All Makes, 50 Cents

TYPEWRITER PARTS—WRITE FOR PRICE LIST

TYPEWRITER INSPECTION CO.

Established 1892

317 Broadway, New York City, N. Y.

J. E. THOMAS, President. A. K. GOODRICH, Secretary.

THE ENSIGN ELECTRIC

MULTIPLICATION,—results obtained in a few seconds by simply striking on one keyboard the multiplicand and on the other the multiplier.

ADDITION,—requires only the operation of keys, which depress but 3-16 of an inch and are very light in action. The flexible keyboard allows the correction of errors instantly, and speed on this machine is only limited by ability of operator.

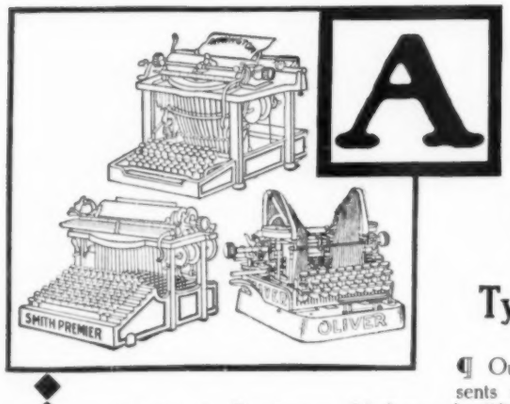
DIVISION,—is accomplished by the same simple means as is multiplication, and in this case, as in multiplication, the operator has a proof of correctness.

SUBTRACTION,—is just as simple as addition.

CAPACITY,—from 1 × 1 = 1 to 999,999,999 × 9,999,999 = 9,999,998,990,000,001.

Free trial of this machine will be given to responsible houses as soon as possible after receipt of request.

ENSIGN MANUFACTURING CO. Factory at Waltham, Mass.



A Thousand and a Half

Typewriter Temptations

¶ Our typewriter stock this month presents an unusually complete and "classy" assortment—Remingtons, Underwoods, Olivers, Smith-Premiers, Blickensderfers, etc., etc. Includes Late Models—Modern Types—Wide Carriages. **Prices immensely to your liking.**

You Dealers Made Us Do It

¶ **Twice this year you have compelled us to move into larger quarters**—by your ready appreciation of our genuine bargains lists. We have been "discovered with the goods on us" by the alert typewriter dealer. Have **you** "discovered" us?

Get The New Price-List

¶ Write for it while it **is** new. **To-day** is just one day earlier than **to-morrow** don't let the other fellow skim off the cream—write **or wire** for the New Price-List **to-day,** or better—**send an introductory order for quick delivery.**

Typewriter Emporium 92-94 East Lake Street **Chicago**

Established 1892

Meilink's Swinging Desk Stand

Rigidity is its superior quality. No strain on your knees.

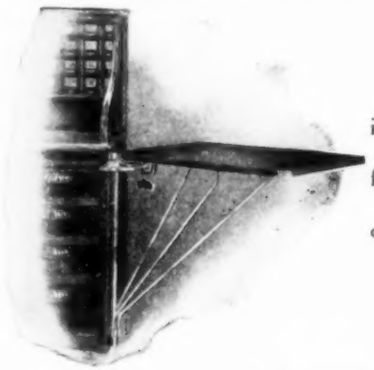
Can be locked solidly in any position.

No knee-rest or braces needed.

Any writing machine can be operated on it with the same speed as if it were on top of a desk.

Can be used on either side of a desk.

It gives the needed desk-room for reference books, card boxes, typewriter, etc.



THE ONLY STAND WITH A POSITIVE LOCKING DEVICE

By a quarter turn of a large thumb-screw the stand is positively locked in any position.

Tops enameled steel, golden oak or mahogany finish; your option. Size 14 by 18 inches.

The rods and hinges are finished in nickel, oxidized copper or black enamel.

These stands are perfect in finish and construction.

Oxidized Copper Finish - - -	$4.00
Nickel-plated Finish - - - -	4.00
Enameled, three coats, polished -	3.50

Send for our Catalogue of other good sellers.

THE MEILINK MANUFACTURING COMPANY

TOLEDO, OHIO, U. S. A.

ADDING MACHINE NEWS—Continued.

following sentiment, which is characteristic of Mr. Andrews and indicates the motive power that keeps things humming in the Burroughs headquarters in the Alaska building:

"Ef you strike a thorn or rose
Keep a-goin';
Ef it hails or ef it snows,
Keep a-goin'.
'T ain't no use to sit and whine
When the fish ain't on your line.
Bait your hook and keep a-tryin';
Keep a-goin'."

San Francisco, Calif.

The Burroughs branch office, under J. E. Eagan, is rounding out the year with bumper sales, the members of the Burroughs organization all over the State turning in most encouraging returns.

* * *

J. L. Cook, office manager for Mr. Eagan's Burroughs branch office, has been away on a visit to his home in Jeffersonville, Ind., the first in nearly two years. He also paid his first visit to the Burroughs factory in Detroit.

Washington, D. C.

(By our special correspondent.)

The Washington branch office of the Pike Adding Machine Company, on account of the increased volume of business, has found it necessary to seek larger quarters. The company has moved from the Bond building to 316, 317 and 318 of the Munsey building.

Windsor City, Iowa.

Report comes from Webster City that a young lady who formerly lived here has perfected and patented an attachment for the Burroughs adding machine, that insures her the genial rays of a comfortable fortune the rest of her life. Miss Alta Light, who later became Mrs. Newman, is the inventor that has perfected the attachment that will do sums in subtraction as rapidly and as accurately as the original machine performs sums in addition. Mrs. Newman has already been offered $25,000 for her patent but Des Moines capitalists have offered her any amount of money to carry out her plans and put the machine on the market, in return for an interest in the royalties that will accrue.

Branch Extensions.

The Standard Adding Machine Company will open several new branch offices January 1 in addition to enlarging the territory of the present branch offices. The sales force will be considerably increased at every point.

Oreon E. Scott, president, has just made an extended tour of the eastern states, where he found much to warrant the belief that the new year will bring a greatly increased business. The year closing has been the most satisfactory in the history of the company, the month of December the largest of the year and larger than any previous month.

E. J. Gantz, formerly sales manager, has taken charge of the New York office, with additional eastern territory. L. S. Gilden, in charge of the Iowa territory, is promoted to the Boston office, which has jurisdiction of the New England states.

Factory extensions are contemplated and other improvements that will give the company greater opportunities for handling the rapidly increased business.

HOW DEALERS MAY GET MORE BUSINESS.

A New Premium Idea.

Here is a good suggestion for the typewriter supply and commercial stationery dealers. You are all looking for methods and schemes by which you can increase your trade and hold it. Office Appliances aims not only to keep you posted as to the newest and best office devices, but it also aims to give you ideas as to selling these lines.

Every up-to-date business man now concedes that it is necessary to advertise his business. The best medium for carrying an advertisement is a utility, since it is sure to keep the advertisement constantly before prospective buyers. One of the best little devices for this purpose of the Lewis Note Book Holder.

Everyone at once recognizes the value of this appliance, and it is surprising that there are not more of them in use. The stenographer by the use of the copy holder not only saves time

in reading her notes, but she also saves her energy which may be utilized for more valuable service. Often it happens that the light so shines on the note book that the reflection is very annoying. This note book holder is so arranged that it may be adjusted at any desired angle, thus greatly preserving the eyes of the typist. Those who use this device also say that it leaves the desk free for more important matters, and that they would not go without it under any circumstances. As it sets on the desk it is not subject to the vibration of the machine which eliminates a great objection regarding many such devices. It also folds up and may be used as a knee writing table. This little device is therefore a great utility and would be highly appreciated by every user of a typewriter.

The "Lewis" may be purchased in quantities so that it can be given away as a premium. The dealer, if he desires, may have his name and address placed on the cover, and as it will be constantly in use it will serve as a perpetual advertisement of his business. This idea of giving a premium with every purchase aggregating a certain amount is recognized as one of the best methods of increasing a business. It is obvious that those, who are making all their purchases of the dealer offering the premium, will get in the habit of trading with that dealer, which not only destroys that much competition but increases the business; and when the consumer buys enough to get the premium he is ever after a living advertisement.

Here Is Big Money for Typewriter Salesmen

It's might poor salesmanship to walk out of a customer's office, after selling a typewriter, without explaining the many short cuts to up-to-date bookkeeping that a machine makes possible. Every business man will listen to anything that is better and cheaper than his present way. That's why so many typewriter agents sell

SHEPPARD'S

Improved Tengwall Binder

This binder belongs in every office where there is a typewriter. It is not only invaluable for Bill and Order Systems, but there are a hundred other uses for which this binder answers as does no other. It is the only loose leaf binder that permits the instant removal or insertion of leaves at any part of the book without disturbing the contents. It's advantages are so evident and the construction so simple and durable that you don't have to be a loose leat expert. Show it to the customer and he will see for himself.

This Is the BINDER

The construction is simple; a divided back, two pairs or curved prongs passing through four holes in the margin of the sheet binding them firmly, and a strong thumb catch. No metal parts to scratch the desk or springs to wear out. It locks automatically.

Write to-day and be in line for next week's business

THE C. E. SHEPPARD COMPANY

Mfrs. of "Everything Loose Leaf."

68 CLIFF STREET - - NEW YORK

WESTERN FACTORY AND OFFICE: 164 E. RANDOLPH ST., CHICAGO

Draw up your chair, Mr. Stationer. There are facts you should know about

Berger Steel Filing Equipment

It's a line it will pay you to handle and you should make sure of the agency without delay

Berger's Steel Filing Equipment is getting better known and more popular every day. Business men are appreciating more and more its advantages. There's good business for the wide awake dealer handling it. Handsome in appearance; compact; economizes space. Safer, stronger, more durable than wood. Non-imflammable; fire resisting. Does not swell, stick, shrink or crack.

Get in line NOW, Mr. Stationer, and get the benefit of the growing demand.

We build both cabinets and sectional goods. Also special equipment to order.

Write TODAY for Catalog H47.

A Berger Steel Sectional Stack of interchangeable units.

The Berger Mfg. Co.

Canton

New York Philadelphia Boston
St. Louis Chicago Atlanta
San Francisco Minneapolis

Office Economy

True economy in the office depends on the quality and service-giving of the carbon paper and typewriter ribbon used. To save expense — and to get better, quicker and neater work—use

Carnation

"The Pink of Perfection"

Carbon Paper Typewriter Ribbon

because Carnation Brand Carbon Paper is graded in weights according to number of copies required, and a single sheet gives nearly twice the service of any other kind. An exclusive process in the manufacture gives Carnation Carbon Paper a hard, non-smut finish, and strictly indelible colors—every copy comes out strong, clear and readable.

Carnation Brand Typewriter Ribbon is best. It will give a sharp, uniform letter from one end to the other, until the entire ribbon is worn out. Write for *free* booklet, "*Uses and Abuses of Carbon Paper and Typewriter Ribbon*" and learn what weight paper you should use.

Miller-Bryant-Pierce Co.
Dept. 12 Aurora, Ill.

Right Carbon

is essential to every office of good system. By its intelligent use you can save office expense and turn out work of immaculate neatness with greater dispatch.

"The Pink of Perfection"

Carnation

Carbon Paper TypewriterRibbon

should be part of every good office system. Carnation Brand Carbon Paper has a hard, non-smut finish and strictly indelible colors, rendered so by an exclusive process in the manufacture. Every copy is sharp and clear, and gives more copies from one sheet than any other kind. There are graded weights for different number of copies. Write for our booklet, "*Uses and Abuses of Carbon Paper and Typewriter Ribbon*" and learn which weight you should use. Carnation Brand Typewriter Ribbon is best—absolutely non-filling—strong, indelible colors—sharp, uniform letters until entire ribbon is worn out.

Send for the booklet—it's free.

Miller-Bryant-Pierce Co.
Dept. 12 Aurora, Ill.

Two of the numerous advertisements appearing in the National Magazines for your benefit. WRITE FOR PARTICULARS

To the Typewriter TRADE ONLY

While They Last

700 Second-hand Remingtons

Nos. 6 and 7

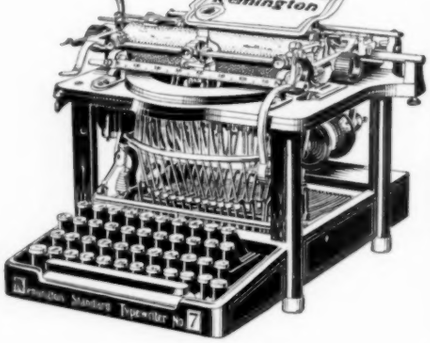
PICA TYPE

Between 50,000 and 100,000 Series

AT SPECIAL PRICES

These machines are in the Rough but are in fair condition and complete as to parts.

TERMS 10 PER CENT WITH ORDER, BALANCE BY DRAFT ON B ;L.



General Typewriter Exchange

Wholesale Typewriters

21 MURRAY STREET NEW YORK CITY

DUPLICATING MACHINES

(By Special Correspondence.)

Buffalo, N. Y.

The Typewriter Printing Machine Co., of Buffalo, N. Y., owing to the demand created for this machine, has leased the entire floor of a new factory building, 110 feet long, equipped with power and all modern improvements. It was expected that the factory into which they moved last May would be sufficient for their needs for some years, but the unexpected increase in orders necessitated a much larger plant, additional equipment and a larger force of machinists.

* * *

H. L. Bean, General Sales Manager for the Typewriter Printing Machine Co., of Buffalo, has recently returned from a trip to Baltimore, Washington, Philadelphia and New York, where the Writer Press is meeting with success through the dealers and branches.

Columbus, O.

The McCall Automatic Typewriter Co., the machine for reproducing original letter work in duplication, is expected to make a display of their new models at the National Business Show in Chicago in February. The inventor promises to show a new machine that will surprise even those who have seen the old models work.

The company expects to be fixed financially very soon, as a company is now being formed for the purpose of manufacturing these machines.

Dallas, Texas.

The Dallas office of the American Multigraph Co., has removed to 309 Juanita building.

Denver, Colo.

F. G. Marris, who for the past years has served at the home office of the American Multigraph Co., as sales assistant, will again enter the field work December 1st as senior at Denver.

* * *

The Denver, Colorado, office of the American Multigraph Co., is another new one, and was opened early in November by Dan C. Swander, Dist. Sales Superintendent, who will remain in charge until the permanent manager is selected. Their office is located at 1608 Broadway.

Cleveland, O.

J. H. Hislop, formerly senior at Cleveland, has been transferred to Denver, Colo., where he will also serve as a senior salesman.

* * *

We understand that the business of the American Multigraph Co., continues to grow and increase month by month, and that there is no let up on the sales owing to the financial flurry. This is one of the company that has put on extra men during this period instead of letting them take a vacation or dismissing them.

Minneapolis, Minn.

M. C. Pigott has recently joined the Minneapolis office of the American Multigraph Co. as a senior salesman.

* * *

Fred S. Berg, a new Minneapolis junior for the American Multigraph Co., has had a

varied typewriter experience and should make good with the Multigraph.

New York City, N. Y.

As a direct result of the National Business Show, the apportionment of machines has not been sufficient to supply the New York sales agency, H. F. Eckert, who has an office at 240 4th avenue. The new factory, however, will soon be in a position to supply orders promptly and all the new dealers will be able to make a showing for their time.

Los Angeles, Calif.

The Los Angeles branch of the American Multigraph Co. was opened in November at 450 Pacific Electric building, with Mr. Selby as manager, who has been a senior salesman at the San Francisco office of the same company ever since it was opened and his promotion comes as a well deserved reward of merit. We congratulate him on his promotion and feel sure that the enthusiasm he puts forth will make this new office a very active one for the future.

Philadelphia, Pa.

Word reaches us that J. F. Howison, the Philadelphia manager for the American Multigraph Co., is to be married the week before Xmas to Miss Mary Anderson of Ashland, Va. Miss Anderson is a niece of the famous Gen. Charles Anderson.

* * *

The branch office of the Typewriter Printing Machine Co., for the sale of the Writer Press, at 327-329 The Bourse, Philadelphia, recently established Wm. R. Mack, manager, reports business opening up very satisfactory, and with assurances of a splendid future.

Paducah, Ky.

With headquarters in Paducah, Ky., A. D. Tinnals will cover the western part of this State, the southern half of Illinois, and the southeastern corner of Missouri, operating under the St. Louis office for the American Multigraph Co.

St. Louis, Mo.

W. M. Martin, who has been making a record as junior salesman for the American Multigraph Co., at St. Louis, will devote a part of his time outside of St. Louis in looking after the southern and southwestern part of the Missouri territory.

* * *

Another addition to the St. Louis office of the Multigraph Co., is H. G. Hollingsworth who will act as a senior salesman in the city.

* * *

Geo. H. Stuerke, who has been representing the Standard Adding Machine Co. as a sales agent for three years, will take care of the northern half of the Illinois territory and the northeastern part of Missouri under the St. Louis office.

Seattle, Wash.

The Multigraph Co. have recently opened an office for the sale of their machine in this city, by C. R. Dashiell as district sales superintendent.

San Francisco, Cal.

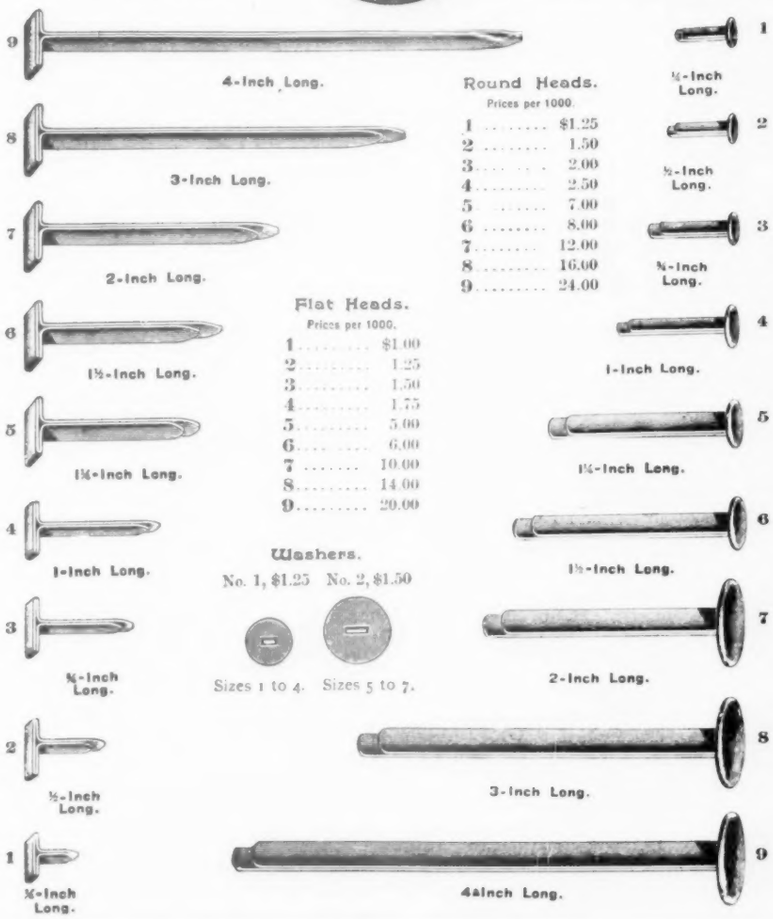
Fr[illegible] C. Metcalf, formerly with the Geo. C. [illegible]emann Co., general typewriter dealers [illegible] office appliance agents, has accepted the [illegible]agement of the San Francisco office for [illegible] American Multigraph Co. beginning Nov[illegible]er 16th, a position well fitting the man [illegible] the man the position.

COUNTING HOUSE PAPER FASTENERS.

Packed, Sizes 1 to 4, in Round Brass Boxes of 100 Each.

10 Boxes to a Carton. Full Count, Superior Quality.

FLAT HEADS. **ROUND HEADS.**



Round Heads.
Prices per 1000.

1	$1.25
2	1.50
3	2.00
4	2.50
5	7.00
6	8.00
7	12.00
8	16.00
9	24.00

Flat Heads.
Prices per 1000.

1	$1.00
2	1.25
3	1.50
4	1.75
5	5.00
6	6.00
7	10.00
8	14.00
9	20.00

Washers.
No. 1, $1.25 No. 2, $1.50

Sizes 1 to 4. Sizes 5 to 7.

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Manufactured by

NEW YORK 537 Pearl St. — THE THOMAS STATIONERY MFG. CO. SPRINGFIELD, OHIO — CHICAGO 515 Baltimore Bldg.

DEALERS—STATIONERS—AGENTS EVERYWHERE **LOOK INTO INK-OUT.** It will remove those stains which ruin books and make hands unsightly. Does its work quickly and simply and without injury. Will instantly cleanse paper, linen, leather or the most delicate human skin.

INK-OUT is a powder. Keeps its strength in any climate and may be absolutely depended upon to remove almost any stain.

Especially useful to bookkeepers, clerks, druggists, photographers and housekeepers.

Price, 25 cents per Bottle

Each bottle good for 2,000 erasures. Sold by leading stationers and druggists everywhere.

Stationers and dealers wanted everywhere. We do a great deal of general advertising which is creating a local demand on you all. Be prepared to fill it.

THE ADNER LABORATORY CO. 5627 MUSGROVE ST. (DEPT. O.) PHILADELPHIA

COMMERCIAL STATIONERS' SECTION OF "OFFICE APPLIANCES"

REVIEWING the Field of Specialties, Staples and other Office Supplies of particular interest to the Commercial Stationer.

GUIDING the modern Stationer in the sale of office appliances. Showing how to successfully handle such and other goods of the trade.

The Relation of Jobber and Retailer

A Review of Some Conditions In the Stationery Field Where There Has Been Raised The Question of Whether the Jobber Should Be a Retailer.

The stationery field is in many ways unlike any other field. The elements composing it would, perforce, make it different. But one would expect to find similarity in methods followed and interests involved that would parallel it, more or less, with other fields. But there is a marked dissimilarity. The circumstances surrounding the manufacturer, the demands upon the retailer, and diversity of wants of the consumer all create widely varying conditions.

By virtue of this fact it is much harder to handle an economic question that may arise from a number of causes. The same question perplexes business men in other avenues but somehow it attains quicker solution; because it is not so different from other channels of trade. If the problems confronting the stationery dealers were more flexible or not so susceptible of many interpretations they, also, would solve its difficulties. But this apparently cannot be avoided.

One of these vexing questions that has troubled many stationers for some time is, "shall the jobber be a retailer?" This sounds like an incongruity but it is not; for the same reason that what makes the trade unlike other trades makes the problems arising within it unlike other problems. It is natural, indeed, that any man should not want to see the other fellow tread on his feet. He wants to feel that the units of the trade are occupying their respective spheres; the jobber his and the retailer his. So that when there is an encroachment, so called, of the one on the other, criticism follows.

The conditions that have invited this question are not the same throughout the country. In New York the retailer is generally a smaller dealer than the one in the interior. In Chicago the jobbers and retailers are practically one and the same thing. In the first named place, the markets are at first hand; the manufacturer is within easy call, and there is little occasion for the retailer handling more than a two or three thousand dollar stock, just desk room or a small office. He can fill his orders direct and in a short time right from the jobber's supplies. In the second named place the markets are distant; the manufacturer is far away, and it is necessary, therefore, that he lay in a large stock for emergency or ordinary purposes. He has not time time to run around the corner and get his stock. It is easy to see then why the New York retailer is not so large a dealer as his Chicago brother. It is quite clear, too, why the Chicago retailer is jobber and retailer both. This may be said of St. Louis and other cities removed from the markets.

Maintain Prices.

This situation can hardly be said to be responsible for the general question. It only shows that what might be true in one place would not be true in another. Regardless of this, however, the problem reasserts itself and there is asked: "Shall the jobber retail his goods?" Some stationers contend that the jobbers should get together and agree between them not to retail. Others say that the jobber has a perfect right to retail if he does so at retail prices. These dealers see no way to prevent this so long as the retail price is sustained. But at less than retail prices is "cut throat" business and will ruin any trade. As long as a dealer observes the rules of business there is nothing to prevent him from getting business wherever he pleases.

In Chicago there seems to have been considerable selling of rubber bands, pencils and envelopes by the jobber at retail, particularly on "imprint" pencils in large lots. Paper also has figured in this to a certain extent. Yet there does not appear to be enough retailing to incur any friction. It is confined, for the most part, to special instances. If the jobber and retailer were wholly independent or separated there might be more such selling. But the fact that the two are united destroys any appreciable amount of it.

Broken Package Scale.

A year ago the jobbers of paper established a "broken package scale" so that the consumer was forced to go to the retailer for any amount less than a ream or a package. This was a strong disposition on the part of the jobber to protect the trade, and the trade has appreciated it. But there were jobbers and retailers of paper—the two were distinct.

Some stationers declare that this same plan could be enforced among the stationery trade in Chicago. But since each dealer would be unnecessarily protecting himself it is hard to see where the plan would have any application. Furthermore, it would be impossible to establish a full package jobbing house on account of the different "water marks" of paper. Then, again the stationer buys rubber bands, pencils and envelopes as cheap as the jobber.

The stationery houses of Chicago doing a mixed business and buying of one another, further protect themselves by refusing to sell to "scalpers." The price quoted would make scalping unremunerative. This in itself has acted favorably towards both jobber and retailer. Scalping can only be carried on where there is a close proximity of retailer and jobber. This not existing to any extent outside New York establishes the fact that the retailer is relatively little concerned. In New York there are hundreds of small retail stationers; in Chicago there are not more than twenty making any pretensions as stationery dealers. And the bulk of the business is in the hands of six or seven. Different conditions produce different results. A jobber may have to retail in one place and not in another, In other words, the discussion would be limited to single localities.

Co-operative Jobbing.

It has been suggested that to do away with any possibility of a jobber retailing, the stationers establish a jobbing house of their own. The prime purpose of this would be to enable a dealer to get a wide variety of goods. As is now the case the goods are specialized with the firm's own mark so that it is impossible for any other house to get the same thing. If a consumer wants that brand he must go to the house handling it. This in reality necessitates a certain amount of retailing. If the stationers could buy of one house, this specialization would be destroyed and opportunities for retailing minimized. The house would be a power in the markets, the stationers say who are enthusiastic over the idea, the long recognized fact that a combination of interests can do more than any single interest, would give the dealers the chance of buying at less prices. Any manufacturer would be willing to sell cheaper in large lots than in small ones; and thus the power of the stationers through their jobbing house.

There is another side to this question. Oftentimes the retailer is called on for such thing as key rings and chamois skins, as what he terms "chicken feed," articles that are not carried in stock in very large quantities. Instead of buying these from the local territorial jobber the retailer sends to New York for them. A complaint is at once heard from the local jobber as to why this was done. Many reasons are given, none of which seems to satisfy. He says: "I am entitled to this trade which may or may not be large. And if you retailers are going to send away for what you want when I have it in stock, I will retaliate and sell at retail all the stuff I can, and I will not say that I will sell at retail prices, either." This is the jobber's side and many stationers admit that the argument is sound. In some cases this fear of not getting what is his just due has led the jobber to retail in large quantities.

If the jobber does not get retail prices what is to be done? Various associations have striven time and again to bring about a scale of prices that would be lived up to but in the majority of cases it has failed. Failing to establish a price at which goods should be sold what would follow if a retail schedule were presented to the jobber?

These conditions would seem to indicate that in some places the jobber should not retail; in others it does no harm; and still more it is a logical sequence from the circumstances in which the retailer is placed—such as having to act as both jobber and retailer. There would seem to be required of all dealers, no matter the conditions, that you retail at retail prices.

The subject is open for argument, and suggestions are solicited from the trade for discussion in these columns.

"Is President Roosevelt's Policy Toward Capital Sound?"

An Address Delivered Before the Boost Club of New York at the Aldine Association, Thursday Evening, Nov. 21, 1907.

By Henry Clews, LL. D.

(This address is reproduced here, not reflecting our politics, but because of the importance of the speaker, having been delivered before the New York Boost Club.)

Mr. Arch-Booster, Members of the Boost Club of New York:

I am glad to have the opportunity to address you here, and I will begin by expressing my belief that there is not an intelligent man in the United States who sincerely questions the honesty of Theodore Roosevelt's motives. Whatever he has done he has done to promote the public good and the nation's welfare, whether his speeches have helped to cause distrust or not. He is an honest man, and an honest man is said to be the noblest work of God. But, of course, as we cannot expect perfection even in honest men, they may sometimes make mistakes in their judgment of consequences, however good their intentions are. That we all allow for.

The wiseacres in Wall Street and elsewhere had to take many sledgehammer blows in this panic year. They had become like Tom Toddy—too big-headed for their bodies. When a man knows it all, then his danger commences. My advice is never follow such a leader, but wait patiently and the time will come when you can safely copper him.

In September, 1906, when stock and bond prices were advanced abnormally to a 3½ to 4 per cent basis, while six months' money was loaning at 6 per cent, it was evident that one or the other was too high; and considering the growing demand for the use of money it was quite apparent it was not money that was too dear, but securities. At that time I persistently advised every one to get out of stocks and out of debt, and keep out for a prolonged period, only making quick turns meanwhile.

Since then security values have gone down prodigiously—$3,500,000,000 will scarcely cover the depreciation of those dealt in on the New York Stock Exchange alone; so those who took my advice and got out at top prices can well afford now to buy back their stocks, if dividends are not reduced. No one can foresee changes in these. But everything that is good is fairly cheap and below intrinsic value, based upon present returns. Our financial situation is vastly different to any previous one after great panics, of which there have been many since the one of 1857 brought on by the failure of the Ohio Life & Trust Co., at the time of my advent in Wall Street; so I have been in all these panics.

The conditions now differ from those of all the other great financial storms because the wealth of the nation has become so vast as to make it the richest in actual wealth and productiveness, per capita, of all nations. As a matter of fact, our wealth-making developments have been so excessive as to have forged ahead of our banking facilities. This has had much to do with our recent setback. Wise and sagacious capitalists saw the handwriting on the wall in Wall Street and elsewhere, and those who did unloaded their securities last year, dumping their stocks at top-notch prices, amounting to at least $800,000,000, upon weaker-backed people.

This unloading, together with the San Francisco earthquake disaster, wiped out, in prices, $350,000,000 of property, and struck the staggering blows which did more than anything else to pave the way to the recent panic conditions. The selling out by big holders followed by all the large railroad systems in the country selling bonds, stocks and notes. These, being offered to stockholders of record at apparently tempting prices, were floated. This great mass of new securities coming on the market was an indigestible one and absorbed the capital of a very large number of the rich men of the country and put it in a fixed form; and most of these heretofore very rich men have ever since been in the position of a man who, having had a "Sherry dinner," is urged to accept the hospitality of a friend to take a Delmonico dinner.

What produced the panic was a number of adverse factors happening one after another in rapid succession. The first was the unloading by sagacious holders of securities at high prices; the second was the immense creation and selling of new securities by the railroads for improvements; the third, the revelation of scandals started by Mr. Hughes, the investigator of the life insurance companies. We all know what happened in that connection. Then came the Interstate Commerce examination of Mr. Harriman as a witness and his revelations under oath; then the $29,400,000 fine by Judge Landis on the Standard Oil Co. of Indiana, and finally, the insistence by Governor Hughes, against overwhelming opposition, of the passage of the Utilities bill, under which the investigation of the Metropolitan Surface Railroad was started and which unearthed what really caused the shares of that great company to fall from their high price of $127 per share to $20 a share—about the present price. This was the hair that broke the camel's back and caused an entire breakdown of confidence; which is usually the major part of the foundation of credit. The undermining of this caused the closing of the doors of the Knickerbocker Trust Co. Then a state of chaos ensued and bedlam broke loose, and almost everybody in Wall Street stood aghast wondering what would happen next.

HENRY CLEWS, LL. D.

As I have faithfully presented my side of the case to you, in a crude way, I ask you, as though you were impaneled on a jury, the question: Why should all the blame of producing the recent panic be laid to President Roosevelt? The real causes of all the trouble can be summed up as follows: (1) The high finance manipulation in advancing stocks to a 3½ to 4 per cent basis, while money was loaning at 6 per cent and above, on six and twelve months' time on the best of collaterals; (2) capital all over the nation having gone largely into real estate and other fixed forms, thereby losing its liquid quality; (3) the making of injudicious loans by the Knickerbocker Trust Co., hence suspension; (4) the unloading by certain big operators of $800,000,000 of securities, following which were the immense sales of new securities by the railroads; (5) the California earthquake, with losses amounting to $350,000,000; (6) the investigation of life insurance companies; (7) the Metropolitan Street Railroad investigation; (8) the absurd fine by Judge Landis of $29,400,000 against a corporation with a capital of $1,000,000; (9) the Interstate Commerce Commission's examination into the Chicago & Alton deal and the results thereof.

These are substantially the causes which led up to and really brought about our present disastrous condition. Did President Roosevelt do any of these things? Not one of them. But Governor Hughes was the brilliant investigator of the life insurance companies, and also unearthed the Metropolitan Railroad scandal through being the author of the Public Utilities law. Yet Mr. Roosevelt is condemned by many, while Mr. Hughes is praised by the people all over the country. I ask on this showing if there is any justice in putting the entire blame for the present disturbed state of financial affairs upon President Roosevelt's shoulders, without including Governor Hughes, as both have been equally engaged in the same reform movement.

I am not willing to affirm that either is to blame, for both have simply done their duty in enforcing the laws, and exposing wrongdoing. Now, in my opinion, the market will turn permanently when the big men of Wall Street commence to take back what they sold, which they can already do at a difference in prices of from 30 to 50 per cent. With the $70,000,000 of imported gold here and on the way from Europe, together with an increase in bank notes, there will soon be no lack of money in this country. What is now wanted is more confidence to increase credits. To import more gold will embarrass London and other foreign money centers. This should be avoided by stopping further gold imports. Cheap money alone will not of course put up stocks. The governing factors will be the state of trade, and net earnings, and the "big men" will be governed by these.

You ask the question: Is President Roosevelt's policy towards capital sound? In other words, has he, in denouncing and instigating the prosecution of law-breaking railway corporations, and industrial trusts, menaced the prosperity of the country? I contend that he

has not. He certainly had no intention to do so, for, while he was instrumental in turning on the light, he was not responsible for the abuses of power that the light revealed, and it is the revelation of graft and illegal methods, on the part of certain railway and other corporations, through the acts of their responsible managers, and controlling capitalists, that has undermined public confidence in many of them.

It is true that the marked change in conditions and public sentiment, especially in the stock market—from the great optimism, buoyancy and high prices of last year to the great depression and low prices of this year of panics—has caused many unthinking critics of the situation to ascribe it to the influence of President Roosevelt. The speculative capitalists and trust magnates who have lost heavily by the depression in stocks have this impression of the effect of his policy and speeches in exposing corporate wrong-doing.

But it is an idea that needs to be controverted, or at least is open to question, and his course is generally approved by popular opinion all over the country. In other words the people generally are in favor of the policy represented by all that the President has done to correct corporate abuses and illegal methods and raise the standard of business morality.

Before entering further into the subject, however, I will say that gatherings of this kind, where the burning questions of the day are discussed in a frank and friendly way, are productive of good fellowship, and good results. Different minds view important events from different standpoints, and any association that meets for this purpose with a desire to obtain by mutual discussion, the fairest and best understanding relating to public measures, is doing a patriotic service, and is worthy of the highest commendation. It is particularly so at a time like this in view of the prevailing depression and distrust.

It is very fortunate that a presidential election does not take place this year, as the people are in such a state of uncertainty and apprehension that many well-meaning men would not, I fear, vote with a desire for their country's good, but be biased by personal interest or a determination to obtain revenge for what they have lost by the great and prolonged decline in the stock market and the disturbance of credits.

It is, of course, greatly to be deplored that some of the men high in command in the industrial and railroad companies have abused the trust reposed in them and made it imperative for the President to instruct the attorneys of the national government to investigate their doings, and prosecute those corporations and their officers charged with using their corporate powers to do illegal acts, like rebating, and such chicanery as that of the Chicago & Alton reorganization. The fact that, in nearly every instance of government prosecution, the guilt of the parties accused has been proved on their trial, justifies President Roosevelt in his action.

While capital may continue timid until the whole truth is known and confidence in corporate management restored, the agitation, will, in the end, prove beneficial to the country; for it will purify it by eliminating the unlawful evils complained of. This will inspire foreign capitalists as well as our own with confidence; and they will invest heavily in American securities, just as soon as they feel assured that the surplus earnings of our railway and industrial companies will be fairly divided among the stockholders under honest management, regulated by law, and subject to federal and state supervision.

Recent events have shown that drastic action was necessary to insure a square deal for all. Mr. Roosevelt is not attacking capital, but he is attacking those in control of corporations who have misused their power and position to do illegal acts and presumably for their personal profit. Confidence received blow after blow from this source, before getting another rude shock through the exposures resulting from the Metropolitan securities investigation, and the action of the New York Clearing House with regard to the Heinze and Morse banks.

It is now over two years since public disclosures of this kind as well as of railway rebating began, followed by the collapse of the copper manipulation and, very recently, by the scandals connected with the New York traction situation. No wonder, therefore, that confidence is seriously disturbed. And who is responsible? Not President Roosevelt and Mr. Hughes, the famous life insurance investigator, who have been instruments of exposure, but the individuals who conceived and conducted these unlawful operations. Of course the guilty protest against financial house cleaning; and they endeavor to ward off official investigations on the plea that these disturb confidence, and make the innocent suffer. But the whole responsibility should be placed where it belongs—upon the perpetrators of misdeeds, and not upon those who, in the discharge of the duties of their high office, have been the means of turning on the light and preventing future operations of the kind. Those who have trifled with the public interest, and displayed a blind disregard of the people's rights, are the real transgressors.

It becomes daily more evident that when all our railway and industrial corporations are known to be honestly managed, and when stockholders and investors get their due, values will be more stable, and American credit, which is now at a low ebb in all the great financial centers of the world, will be restored to its rightful place.

Throughout all these disclosures of illegal methods and wholesale graft there is one gleam of encouragement, and that is, that public opinion is aroused and will insist upon clean as well as capable corporate management in the future, and thus these disclosures will result in the raising of the moral standard of corporate management. Meanwhile, the public is disturbed by these revelations, and wonders what financial irregularity will be brought to light next. The action of many corporate managers has seemed to indicate that they think little of violating the laws, and that, if they are broken by one high in authority, or in social life, immunity must be granted; or some subordinate be made to suffer instead of themselves. If a poor man commits a crime, he is sent to jail. Sympathy for his family may sometimes make the judge lenient as to the time of his incarceration, but, however short the term, it generally brings sorrow and want to the family for which he is the sole provider. Thus, the innocent have to suffer with the guilty in such cases.

In corporate matters, if a manager or controlling capitalist breaks the law, justice should punish him, as it would any one else. The law should be no respector of persons.

Sodom and Gomorrah were destroyed because the people broke nature's laws; and this government although the best known to man would be destroyed in the course of time, if the rich and unscrupulous were permitted to break the laws with impunity, while the poor were punished for much less serious offenses. This invidious distinction has caused those who have suffered by the corrupt and illegal practices of corporations and their managers to unload their grievances upon the President. In their communications they tell him that, while many from their ranks are being sent to prison, they fail to see any of the rich being sent there, although the evidence against them is unquestionable. This unjust distinction, if it continues, I repeat, cannot fail to have an unsettling effect upon the American people, and may finally result in something more, as this is a government of the people, for the people and by the people, and a discrimination in favor of the wealthy—whether corporations or individuals—will not be very long permitted by the plain people, who are largely in majority.

President Roosevelt took the oath of his inauguration to be guided by the Constitution, and as the Constitution requires that the executive of the nation shall enforce the laws, he would have been derelict in his duty and unfaithful to his oath if he had not taken the action he has, to compel corporations to conform to the Interstate Commerce and Sherman Anti-Trust laws and their amendments. Whenever evidence has reached him, through the complaints of people who have suffered in consequence of the violation of these laws, he has very properly handed the material received over to the Attorney General to make the necessary investigation, and as in every case thus prosecuted the results have justified all he has done as to these, he deserves great credit. The so-called indiscriminate attacks that are claimed to have been made by him upon corporations and business interests have no sound basis. So far as his intentions go, he has only attacked dishonesty and law-breaking. While I fully approve of what Mr. Roosevelt has done in the way of reform, I confess I do not fully approve of his too oft repeated passionate utterances on the subject during the recent period of distrust. It undoubtedly has helped to unsettle the minds of timid investors and weak-minded depositors. The President has probably been a little too outspoken at a time when silence would have been golden. There are periods when the least said the better; still, I applaud his good intentions and his excellent deeds, which cannot fail to prove fruitful in the end. We should all be willing, therefore, to overlook his recent volubility and frequent reiterations.

A short time ago France stood ready to invest large sums in American bonds and stocks. But just after her first venture in Pennsylvania Railroad bonds our corporation scandals filled the air with their unpleasant odor and French capital was locked at once against everything American.

When all the old evils have been exposed, and wrongs righted, and foreign as well as home investors again seek investments for their funds in our securities, we may rest assured that, having undergone rigid investigation, they will be looked upon as the best in the world.

That President Roosevelt should be blamed in any way for the banking trouble, business failures and losses that have been made in the stock market is unfair; but it is always the case that the executive in office bears the brunt

whatever disasters of the kind occur during his administration.

Those of us whose hair is no longer black, brown, sandy or red,—or very abundant,—can well remember the calumny and evil reports that were heaped upon the broad shoulders of the well beloved Abraham Lincoln. The noble cause he fought for cost millions of lives and billions of dollars, and of course there were many who suffered at that time by the war. Of these many were most bitter in their denunciation of President Lincoln, and this nearly broke the heart of that great man, but did not for a moment cause him to desist in the work he saw it was his duty to perform to the end. Today, those who traduced him join freely with the whole nation in doing honor to his memory. President Roosevelt may be severe in the frankness with which he reiterates his intention to punish those who break the law; but, in the distant future, the world at large will remember as one who dared to suffer under unjust denunciation for the sake of right, and even now the great mass of people are with him in his efforts to improve and purify business conditions.

Those capitalists who have lost money largely by this year's decline in prices of stocks, and the monetary disturbance, are naturally bitter and resentful; but even the majority of such, down in their hearts, grant that in principle President Roosevelt is doing his plain duty, though in his speeches he may have said too much too often. If what he has done is wrong, it is the fault of the law, for he has urged no greater punishment than the enforcement of the law. But the man would be daring, indeed, in the face of the exposures already noted, who would presume to say that the law is unjust. It aims at equal justice for all, and we are a law abiding people.

In view of all the wrong doing in corporation management it must not, however, be forgotten that the majority of our corporations are ably and honestly managed in the interests of the stockholders. It is not surprising that black sheep have crept into some of them, for a certain percentage of people in every walk of life and every association, church or social club, are bad at heart, and show up in their true colors, when subjected to the temptation to commit wrongs which will tend to their personal advantage. The assumption that now prevails, that all corporation management is dishonest, is, therefore unjust and has been causing much of the hysteria that has prevailed in Wall Street and elsewhere.

To protect minority stockholders, especially in the Interstate Railroads, they should have at least one representative in the board of directors, and he should be elected by the minority at each annual meeting. If such a director was a cool-headed, honest business man, certain abuses, which have been prevalent in the past, could not have occurred and would be prevented in the future.

It is much to be regretted that to aid personal schemes, some of the men in power, even in some of our large National Banks, have resorted to methods which have caused loss of confidence in them, which resulted in their retirement, practically under compulsion, as officers and directors. It is almost needless to say that, of all corporations, our National Banks should be the last to be used for illegal purposes, or to promote personal gain or speculations.

When a man in power imperils the solvency and the reputation of one of our banks, he is a public enemy, and as mean and guilty as one who attacks the virtue of a virtuous woman. To destroy confidence in that woman and her good name is to do her an irreparable wrong. Destroy confidence in a bank and you destroy that which is one of the corner-stones of business prosperity. Those who invest in railroad stocks, or stocks of industrial corporations, risk only the cost of investment, but the holder of record of a National Bank stock is liable for an additional amount equal to the par value of his holdings.

Publicity is the greatest safeguard of the prosperity of any corporate enterprise, and the best preventive of irregularities and frauds. Many men will do in secret what they would fear and refuse to do under the public eye; and if hitherto secret ways are, in the future, made known, and seen of all men, there will be less law breaking and unfaithfulness among many classes of business men in high places.

This doctrine of publicity I have preached for years, and it was the topic of an address I delivered before the Wharton School of Political Economy in the University of Pennsylvania eighteen months ago. I saw then what was going on in corporate corruption and grafting, and railroad rebating, but, of course, had no tangible evidence or legal proof of these misdoings. During the intervening time, however, so much of this came to light that there was no alternative for the national government, as well as many of the states, but to take drastic action to stop these evils, and probe right and left to locate and convict those responsible for them. President Roosevelt led the way to this laudable end. He is not in favor of persecution, however; but he is in favor of the prosecution of those known to be guilty; and I firmly believe that his courageous stand in this movement to correct and punish corporate abuses will overshadow, in the history of his presidency, all his other achievements.

Remember, he would punish only the guilty and protect property interests in every way possible, so that the innocent may not suffer with the guilty; or at least suffer as little as possible.

The lawyers engaged to defend wealthy corporate wrongdoers may sometimes prevent their conviction and punishment; but the people are entitled to the protection which comes from an equal administration of justice.

In these days the truth of the biblical saying, that "the wicked flourish like a green bay tree, but they shall be cut down," has become evident to us in certain instances applicable to corporations.

Some ancient cities and empires, including the great Roman Empire, were ruined by the lawlessness and unscrupulousness of their rich men—the great oppressors of those days—and our America was fast falling too much under control of large corporations and corporation capitalists; but, the plain people of this country are for equality, equal rights, and fair play for all, and opposed to a plutocracy.

In his address at Memphis, this year, President Roosevelt said:

"I will no more stay my hand because a wrongdoer masquerades as a labor leader than if he masquerades as a captain of industry.

"I am against undesirable citizens when they are great capitalists who win a fortune by chicanery and when they are men who, under the guise of standing for labor, preach and encourage violency and murder."

To show that he recognized the sensitiveness of certain corporation capitalists who are cast into a frenzy by his most common sense remarks, he once said: "It has come to a point where my saying that honesty is the best policy is liable to lead to a run on the banks."

In discussing the cause of the present panicky contraction and disturbance in the business and financial world, nothing, however, could be further from the truth than to charge it all to the great corporation exposures and prosecutions.

There were many other things that contributed to bring about this year's depression and disturbance, and to cast over the brightest sky that ever shone the heavy clouds of distrust, reaction, and panic.

The clouds in the financial sky can remotely be attributed in a large measure to effect of the tremendous railroad, industrial and commercial development of the last ten years, which brought about capital requirements in excess of the ability of the country to supply them.

Naturally and necessarily, this resulted in precautionary steps being taken by bankers and others to limit demands that capital could not supply.

This conservatism and consequent contraction of the overwhelming volume of business, will, it is believed, prove the strongest force in averting further trouble and disaster. I have for some time been urging the application of this brake, or safety valve, of conservatism, and it is really imperative.

In an effort to meet the demands of the enormous business offered them, the great railway and industrial corporations sought to enlarge their equipment at vast expense. In this way they acted unwisely. They overtraded. To use a common saying, "they bit off more than they could chew." It was, perhaps excusable, not very long ago, when confidence was in its zenith and credit superabundant, to attempt the financing of mammoth undertakings. But unexpectedly and like a bolt out of a clear sky, came the startling insurance and other exposures, and gradually timidity took the place of confidence. Then capital, which is always more timid than usual at such times, began to contract, and many railway and industrial corporations found themselves unable to borrow the large sums needed to meet their extraordinary expenditures.

The banks in many instances, having already over-extended credits, were unable to provide the necessary funds, and new securities, owing to excessive supplies and other causes, ceased to find the ready market that they had enjoyed for so long a period. Investors took wing. Curtailment, therefore, in every direction became a necessity, so President Roosevelt can no more be blamed for the existing depression and panicky disturbance than he can be credited with all the great prosperity that preceded the crisis.

That this reaction, culminating in a panic so severe, came just at the time it did, is largely if not wholly coincidental. It cannot be denied, however, that the startling disclosures of wholesale wrongdoing on the part of many of the great railway and industrial corporations disturbed the confidence of the public to the core and paved the way to it.

The indictment and prosecution of the rich and powerful corporations that had been violators of the law were but the necessary and legal consequences of their own guilty conduct.

Article II, Section 1, of the Constitution of the United States requires that before he en-

ters on the execution of his office the President shall take the following oath: "I do solemnly swear that I will faithfully execute the office of the President of the United States, and will to the best of my ability preserve, protect and defend the Constitution of the United States."

Section 3 of the same article of the Constitution, in enumerating the duties of the President say: "That he shall take care that the laws shall be faithfully executed."

As at the time of his inauguration as President of the United States, Theodore Roosevelt solemnly swore that he would faithfully execute its laws, all of you, I know, will agree with me when I assert that he was bound to loyally and fearlessly keep that oath.

As an honest man, he has only tried to do his duty. He has attacked the law-breaking corporations, and those in control who have amassed large fortunes out of them dishonestly, and these only. Not to have prosecuted and to have let these corporations, and their officers, go on, unchecked and unpunished, would have been to violate his oath of office and to neglect the duty imposed upon him.

It would certainly make a farce of this great republic, and cast a stigma upon our integrity, if the laws of the land were not enforced against the rich and poor alike! No such reflection as that upon our national honor will ever be tolerated by Theodore Roosevelt! He has been ready at all times to uphold the national honor. It has been well said that the honor of the nation is the soul of the nation.

President Roosevelt's resolute and unyielding stand for the rights of the people, against the powerful corporate wrongdoers who had thrived so long upon their secret misdeeds, has commanded the attention and admiration of the world. His excess of earnestness and denunciation at times, we can forgive.

Victor Hugo, in speaking of one of the world's greatest "Immortals," truly said: "When a man is a glory in the face of his nation, that nation which does not perceive the fact astounds the human race around."

President Roosevelt has proved himself a successful crusader against successful corporate dishonesty, involving violations of law; and it is doubtful, as he says, whether his policies have had any material influence in bringing about the severe depression and banking crisis of this memorable year. But whether they have or not, he declares, with the courage of his convictions, that during the remainder of his term he will not swerve from these policies, but persevere in them unflinchingly. Yet all that his administration has done has been to unearth the wrongdoing. It is impossible to cut out a cancer without making the patient feel temporarily worse than before.

It is a mistake, or a slander, to say that Theodore Roosevelt has made war against capital. He is only opposed to dishonest corporate methods, and dishonestly acquired wealth. He respects the possessors of honorably acquired and honestly used fortunes, and would protect their property interests in every way possible, and guard them against injustice, and be resolute in defending their rights; for their success leads to the inference that they are good citizens. But he will assuredly stand against crimes of unscrupulous cunning in the management of railway, industrial or financial corporations as resolutely as he would against crimes of brutal violence, and equally punish the rich and the poor man, for crime is crime whether committed by a plutocracy or capitalist, a poor wage earner, or a mob. These are his avowed principles and policies.

He would regard a man who builds a railway where it is needed, and operates it fairly and honestly, as a public benefactor; but if that man manipulated the stock and bonds of that railway so as to swindle the stockholders or bondholders, or the public, or gave rebates or otherwise favored one shipper over another, he would regard that man as an enemy of our institutions who should be punished for his wrongdoing. All this goes to answer the question: Is President Roosevelt's policy towards capital sound? I say it is, when rightly understood!

Furthermore, the regulation of corporations by the Federal Government should be made absolute, and taken away from the states, where they do an interstate business, like the railways and express companies. This would be better for the corporations, themselves, as well as the people than present conditions. They should be placed under national control, just as the National Banks are.

This central undivided control would do away with the confusion of federal and state authority now existing. Moreover, I would favor the extension of this federal control to all interstate corporations, and it will come in time. Meanwhile President Roosevelt is paving the way for it, and to him let us give all honor for his long step in the right direction.

But, now that Mr. Roosevelt has substantially achieved his purpose, he can well afford to rest satisfied that his work will continue to bear good fruit without any further public addresses on the subject.

The people are already familiar with his views, and their continued reiteration by him in his speeches, especially during this period of financial and industrial distrust, depression and unsettlement, would tend to inspire fresh uneasiness as to the situation and the value of corporate stocks and bonds. It would do this, owing to the extreme nervousness and timidity of capital that prevails.

It is this abnormally sensitive and apprehensive condition of public feeling that led to the recent senseless run upon certain New York trust companies, and in a minor degree upon banks and savings banks, and that caused very many of the depositors, after withdrawing their money, to hoard it in safe deposit vaults, and various less safe receptacles instead of depositing it in other institutions.

Their hoarding it, naturally made conditions all the worse, through very seriously increasing the stringency of the money market. So great became the scarcity of loanable funds that from the 23d to the 31st of October, call loans were made daily on the New York Stock Exchange at rates averaging 50 per cent per annum, with some ranging from 75 to 100 per cent. Such hoarding, on a large scale, is fraught with great danger, as it involves a sudden contraction of the circulation and drain upon bank reserves. In this instance it caused renewed panic and fresh breaks in stocks, and it alone compelled the New York Bank Clearing House members to vote unanimously to issue clearing house certificates—nothing else would have offset the run on deposit institutions.

It would be very far from President Roosevelt's wish to say or do anything that would cause people to hoard money instead of employing it in customary channels; for hoarding is a public injury and contrary to good citizenship. Furthermore, it is entirely un-American. But the public mind has been wrought up to such a pitch of distrust and semi-hysteria, through the disclosures of corporate dishonesty, and other disturbing causes, that a false, or at least exaggerated, impression exists among many that all corporations are, or may be, in the same boat. This want of confidence in the situation is very largely what has caused the heavy and prolonged liquidation in stocks, and led to the bank and trust company runs and great monetary and industrial disturbance we have witnessed in this great and far-reaching crisis.

Mr. Roosevelt will, therefore, see, now that he is becoming more and more cognizant of the situation, that what the public, and particularly the investing class, needs in this period of stress and storm and enxiety, is to be calmed and reassured and made aware that there is a silver lining to the cloud, and no good reason for their loss of confidence; for the country is still as great and grand, and prolific in its resources, as ever, with its future no less promising and magnificent than it was before this crisis darkened the sky.

It is known that he takes this view of the situation, and is earnestly co-operating with the Secretary of the Treasury to ease the money market and restore confidence.

NEW SAFETY PAPER SOON TO BE USED.

Local Railroads as Well as Others Will Have New Style for Tickets.

Railroads all over the country will soon be using the new style safety paper for tickets, which was devised last year.

For several months this question of changing from the old to new paper has been prominent in railway discussions. At one time it threatened a disruption of the peaceful relations of the various roads. For several years an Ohio concern has been making the ticket paper on a long term contract, and since the contract is to run out before long, it was just the time for an inventor of a new chemical paper to step in and make a bid for the business.

Many of the railway officials argued that the change from the old to the new paper would be too costly. It was admitted that although the "scalpers" were defacing the present paper, it would be impossible to invent a paper which could not be defaced. Then it was also asserted that the change from the old to the new would involve too much labor on the part of the railroads. The general plea was that it would be useless to adopt the new paper. The advocates of the new paper were confident that it would show erasures, while the work of changing would not be as great as was first thought.

At a recent meeting of the general managers of the railroads, which Manager G. L. Peck of the Pennsylvania railroad attended, it was decided to adopt the new paper. It is of two colors. Erasures show the various colors. Chemicals also change the color of the paper. The contract for the new paper has been let to a New York firm.

Booze Won't Boost

Criticism of a Club With a Fine Sentiment But a Poor "Spirit."

The Boost Club of New York City, an organization of stationers and manufacturers of affiliated lines, has grown to be one of the strongest organizations of the trade in the country. It has furnished inspiration for clubs of the same name in other cities and has done much good work in the promotion of a fraternal spirit among the principles and representatives of the largest houses in the country.

The Boost Club has for its motto a fine sentiment of the "Helping Hand" and "Good Fellowship." The sentiment penetrates deeply the hearts of many who are members of the organization and many who are not.

The "jolly-good fellow," as distinguished from the "good fellow" has become uppermost in the minds of some members who have given demonstration of their ability to be too good-fellows on several occasions when a more decorous behavior would have been far more appropriate.

Killing the Good.

The Boost Club is a serious organization with a chance to do much good in the trade and in the world. The New York Boost Club banquets are events in New York City. Prominent men of the city are complimented when asked to address the body and some of the leading citizens, men of national reputation have addressed the organization. In this issue of this magazine is given a speech by Henry Clews, delivered at the last dinner. This speech is given in full becauuse of its importance, not only to the trade, but to the country at large.

The publishers of this magazine regret to see the "Booze Spirit" accentuated in the reports of any boost club meeting. In a recent issue of a contemporary trade journal is shown the picture of a man prominent in the stationery business, a true booster, a man of worthy purpose and of big interests, who is displayed in caricature in a state of alcoholism with a radiance loud enough to be heard from New York to San Francisco, from which latter place we have just recorded in our news dispatches the death of one of the founders of a large stationery store who died in squalor and without friends, although only a few years ago he was worth a hundred thousand dollars.

We protest against the above mentioned cartoon as doing an injustice to the booster whom it is supposed to represent. It does not typify his true spirit. He is too true a man for such ridicule which brings the organization into reproach.

The Drunken Song.

In the same journal, following the cartoon as appearing here, is a song, supposed to be dedicated to the Boost Club, in which the members are asked to render the chorus in a drunken imitation of booze effects.

Boost.

(To the Air of "Gratitude.")

In these good days, when men work hard and strive for power and gain,
Success oft comes by right of might, and not by right of brain.
Some fellow might stand in the path that on to victory leads—
What stops you, then, from punching him where Susie wore her beads?

Chorus 1.

Oh, Oh! It's just plain Boost!
Oh, Oh! It's just plain Boost!
To knock is only human, but to Boost divine,
So don't you try to work your hammer overtime.
Oh, Oh! It's just plain Boost!
Oh, Oh! It's just plain Boost!
Best sermon ever heard is in that little word—
Um, yum, it's just plain Boost!

Your fellow Booster might get gay and lead a joyous life,
Forget when he is two-thirds full he ever had a wife;
He sees an airy fairy thing in lace and dimity—
What keeps him from a soul mate stunt and an affinity?

Chorus 1.

The early morning brings you home,
You wabble in your gait.
Your muddled brain can't frame excuse for coming home so late;
Your wife just grabs you viciously, her fingers in your hair—
What saves you in your direst need but that you can declare—

Chorus 2.

Hic, hic, it's just plain Boost!
Hic, hic, it's just plain Boost!
"Booster friend was sick and was all alone,
Sat up with him when I'd rather be home";
Hic, hic, it's just plain Boost!
Hic, hic, it's just plain Boost!
It's part of the laws, and I had to because
Hic, hic, it's just plain Boost!

Now, just remember one thing when you'd sooner knock than Boost—
It's true to-day as ever chickens wander home to roost—
When pushing hard to get ahead, don't forget that in the line
Another fellow's trying hard, so help him every time.

Chorus 1.

Other Experiences.

The writer has also been the visitor on several meetings of a similar club in another city outside of New York, where the evening was spoiled and the purpose of the club ruined by the self same element of "booze" entering as the prime mover of the evening. It has killed the club, although an effort is being made to recover and start afresh with new members.

We have no intention of "knocking" and believe fully in the spirit of "boosting" and preach it every day in our business and in these columns. We maintain the sentiment that if we cannot say something good of a person—don't say anything, but in this case as the criticism is directed towards a club where the sentiment is right and the spirit wrong, with a chance of remedy, we feel that there should be some effort made to keep the club on its "right legs" and not let it go wobbling to oblivion.

Long may it live.

STATIONERY NEWS

"Come to Boston when you're asked."
—Ward.

Colorado Springs, Colo.

(By our special correspondent.)

Whiting & Gromwood, booksellers and stationers of Colorado Springs, is all the talk among the traveling men that make that part of the country. It is owing to their having remodeled and rebuilt their store, with the beautiful large plate glass windows and the artistic layout and design of the interior. Everything is flemish oak mission and gothic style, with cosy nooks and departments. The store looks beautiful and inviting and is the best appointed retail store in Colorado.

Charlotte, Mich.

W. H. Stevens has engaged in the book, stationery and fancy goods business here.

Cleveland, O.

The Cleveland Booksellers & Stationers Association, on account of the state laws have disbanded, and will in the future be known as the Cleveland Book Sellers & Stationers Club, with individual membership only.

At the last meeting of the club, the following officers were elected: President, Chas. A. Johnson; Vice-President, R. H. Baker; Secretary and Treasurer, J. J. Wood.

Evansville, Ind.

(By our special correspondent.)

Great credit is to be given to the DeVry Company of Evansville, Ind. Ten months ago this firm bought out an old established firm—Strohm-Fisher Co., of Evansville, who were here in business for over 25 years. When DeVry bought the firm, it represented a dilapidated, out-of-joint and out of date conglomeration. The work of remodeling, rehabilitating and re-stocking commenced at once. The old and dead stock was removed and a complete line of full new and up-to-date stock in all the departments was put in.

Mr. DeVry placed in control two energetic and experienced young men who have been in the stationery business for upward of 15 years, H. W. Kellar as buyer and manager, and E. G. Loomis as business getter. These two indomitable workers were placed in full control and given full sway and now this concern in the short space of 10 months, has become the leading and best up-to-date exclusive commercial stationery store in Evansville, and traveling salesmen are fighting to get their account.

The concern carries a full line of office furniture, blank books, loose leaf ledgers, office devices and supplies, and all commercial stationery. They have a beautiful store, well arranged, and a live corps of salesmen to handle the business which has grown from nothing to large proportions. Hard work is their success.

Houston, Texas.

(By our special correspondent.)

Is everybody happy? If not, you had better send for a copy of the "Houston Hustler," gotten out by that enterprising firm, the State Printing Company.

The front cover is resplendent in red ink, stating in inch high letters, "Cheer up and smile, the worst has went."

The American Multigraph Sales Co. is now represented in Houston by Mr. J. W. Shelor, who has machines on exhibition at the Retail Stationery Store of Houston's Office Appliance Dealers, the State Printing Company.

W. H. Hudson has resumed his duties as secretary of the State Printing Co. of Houston. Mr. Hudson was recently elected to the secretaryship of the Texas Banking and Investment Co. of Houston, a local banking institution capitalized at $250,000.

Knoxville, Tenn.

(By our special correspondent.)

George Doll, of Doll & Company, a leading stationer of Knoxville, Tenn., joined the ranks of benedicts, in celebration of which Mr. and Mrs. Doll left for New York, Boston and other points east.

The trade joins in congratulating them, wishing them happiness and joy.

Litchfield, Ills.

L. M. Ross, formerly in the newspaper business, has accepted a position with the Litchfield Printing & Stationery Co., in the position of manager.

Louisiana, Mo.

W. J. Howden, the bookseller and stationer, removed his store from his former location to the Genzberger building on the corner of Fourth and Georgia streets. The new store is much larger and will give better display.

Los Angeles, Calif.

After 20 years in the retail business in this city, B. F. Gardner, a stationer of 458 South Spring street, on November 15th filed a petition in voluntary bankruptcy, with liabilities to the amount of $5,000.

The Board of Trade has taken charge of the stock and it was sold at auction. Its value was placed at about $7,500. The returns have not been made public.

Muncie, Ind.

(By our special correspondent.)

William C. Woods, formerly of Eastern Canada, accepted a call with the Hoosier Printing Company of Muncie, where he will act as manager and buyer of the stationery department for that concern. Mr. Woods succeeded Geo. B. Wray, a popular young man who is now with the "Y. & E." people at their Indianapolis office.

Mr. Wood's genial and amiable disposition has gained for him a host of friends.

Petersburg, Ills.

Allen Glary has sold his stationery business to Mr. Watson of the Observer.

San Francisco, Calif.

(By our special correspondent.)

Paul Elder & Co., the publishers, stationers and engravers, appreciating what the future of San Francisco is to be, have leased the five-story-and-basement building at the southwest corner of Grant avenue and Tillman street, which immediately adjoins the five-story-and-basement building which they already leased at the corner of Grant avenue and Stockton place, immediately next to the Shreve building and opposite the new White House. This additional space will give them a ground floor area of 50x80, and will give both buildings, which will be named after

one firm, light practically on four sides. Both of these buildings are being designed by Hermann Barth, the architect, the building on the corner of Grant avenue and Stockton place for the Schweitzer estate and the corner of Grant avenue and Tillman street for the Young estate.

Sioux City, Iowa.

(By our special correspondent.)

Perkins Brothers of this city recently held a special sale and disposed of most of their stationery lines damaged by water during their recent fire, and were able thereby to attract much attention to their store owing to the ridiculously low prices asked for the goods.

Steubenville, Ohio.

(By our special correspondent.)

Erwin & Robinson of this city have just completed their new building and have moved in. It is a four-story brick, roomy and with lots of light. As they were crowded in their old quarters the goods they handled were not being shown to advantage. Now with four floors of space, this concern will put in a new stock of commercial stationery, furniture and office appliances and devices, and they expect a big business.

Selma, Ala.

(By our special correspondent.)

W. H. Plant, for nine years with the Buttler Stationery Co. of Salem, and manager, resigned his position and incorporated the Selma Stationery Co. of Selma. The incorporators are all Selma men, with means, engaged in other business. Mr. Plant took a trip east to the market and bought stock comprising office furniture, stationery and supplies, and it is going to be the only strictly commercial stationery in Selma. In connection they put in a first class printing plant.

As. Mr. Plant is very popular with the people of Selma, his success and the success of his company is assured. Mr. Plant is now manager and buyer of the firm.

San Francisco, Calif.

Adoniram J. Sanborn, one of the original firm of Sanborn, Vail & Co., of this city, passed to the great beyond recently of alcoholism, amid squalor and without friends.

Mr. Sanborn retired years ago from the firm which bears his name, with wealth enough to keep most men in luxury for the balance of their lives.

The firm of Sanborn, Vail & Company are one of the largest stationery and specialty stores on the Pacific Coast, operating stores at San Francisco, Los Angeles and Portland, making a specialty of catering particularly to the traveling class who bought novelties and souvenirs.

Ashton, Neb.

Geo. Endres, of Sterling, has engaged in the stationery and drug business here.

Minatare, Neb.

Wilson & White have begun the erection of a new store, and will put in a stock of stationery, etc. in the first floor.

Gibbon, Neb.

F. Harriett, of Alma, Neb., is figuring on opening a new stationery stock here.

Turlock, Cal.

E. Hudilberg, of Mercer, is about to establish a drug and stationery store here.

Wishek, N. D.

Henry Leuthold has opened a large department store at this point.

Farmingdale, S. D.

Peter Mammerquist is building a store here and will install a department store.

Forsythe, Mont.

Henry W. Drake has purchased an interest in the department store of the Kennedy-Fletcher Co.

Lebanon, Ore.

W. W. Christensen has purchased the stationery and drug business of H. Stryker.

Myrtle Point, Ore.

K. A. Leep has sold his stationery business to L. Spires.

Grandview, Wash.

A. G. Fleming is about to open a new stationery store of the Gilhert Art Co.

Fort Collins, Colo.

The State Mercantile Co. is opening a department store here.

McGeehee, Ark.

The Van Noy News Co. has sustained a fire loss of from $15,000 to $20,000 at this point, where they had a hotel, and news and lunch counter.

Knoxville, Iowa.

J. H. Darrah is opening a small department store at this place, with Ben Darrah in charge.

Broken Bow, Neb.

C. E. Ankey has purchased the stationery and cigar stock of Geo. Hatch.

Pawnee City, Neb.

A. M. Huston is about to engage in the stationery and drug business.

Duluth, Minn.

H. Levine, who has a department store in this city, contemplates opening a branch store in Two Harbors.

Harvard, Ill.

F. W. James has opened a department store here, and will carry a line of stationery and school supplies.

Belleville, Ill.

The Joseph Saenger Merc. Co. is opening a department store at this point, with a capital of $40,000.

Vallmer, Ida.

Price Bros. are opening a new stationery and drug store at this point.

Athena, Ore.

W. A. McBride has sold out his stationery and other lines to J. D. Plamondon.

Vancouver, B. C.

Grand & York have engaged in the stationery and office supply business.

Chattanooga, Tenn.

W. O. Bellaire, of Atlanta, Ga., contemplates establishing a paper plant here.

Spokane, Wash.

Kemp & Herbert have awarded the contract for a department store building to cost $150,000.

Bremerton, Wash.

Taylor & Wolf have purchased the stationery business of Y. J. Acton.

Cottonwood, Ida.

Butler Brothers have purchased the stationery store of S. R. Libbey, and will add jewelry.

Hosmer, B. C.

A. B. Campbell has opened a new stationery and drug store here.

Butte Falls, Ore.

C. P. Briggs has opened a stationery business at this point.

Silverton, Ore.

L. Johnson has succeeded L. Johnson & Co. in the stationery and drug business.

Buckley, Wash.

The J. D. Jones Department Store has discontinued its branch store in Edmonds.

Never before has there been so much money in Shaw-Walker filing devices for the dealer.

Never!

More actual profit—not imaginary—but just what we say—more profit for you—profit made possible only by new terms on a new basis.

Nor has there ever been a time when there was such real worth in the Shaw-Walker line for the consumer.

The work we have put into improvements on our line this past year has been stupendous—we have rejuvenated the entire line—strengthened, eliminated, beautified—until we consider it just about perfect—a dollar getter for us—for the dealer—a dollar-saver for the consumer in price and value.

Write us to-day and ask us for our latest dealer's proposition—by which YOU can make more dollars. Our

New Terms to Dealers

is on an entirely new basis—it will interest you from the standpoint of dollars. Write us to-day.

SHAW-WALKER

Muskegon, Michigan

Branches at Chicago and New York

Parsons, Kas.

Stone's Department Store has packed up its entire stock and goods and moved from this point to Perry, Okla.

Sacramento, Cal.

The C. P. Nathan Co. is making improvements to its department store which will cost $40,000.

Riverside, Utah.

The Riverside Department Store has been opened here by J. F. McGrath, with a good stationery and book section.

Spokane, Wash.

M. D. Samuels has sold his interest in the Wonder Department Store to the president, F. R. Culbertson.

Hastings, Neb.

C. G. Alater is opening up some new departments in his department store.

Pawnee City, Neb.

Huston & Ryerson have purchased the stationery and drug business of Frank S. Colwell.

Faribault, Minn.

The Fair Store is closing out its entire stock, which includes stationery and school supplies.

Yacolt, Wash.

R. E. Golden has sold his stationery and drug business to H. S. Goddard.

Kamloops, B. C.

A. Galloway is reported opening a new stock of stationery in this city.

Sherman, Cal.

John P. Day has sold out all his stock of goods except the stationery and grocery departments, but will continue them.

Elbe, Wash.

H. B. Thompson has just started a new drug and stationery store here.

Victoria, B. C.

The Pope Stationery Co. is advertising to sell out its book and stationery business.

Gary, Ind.

H. Alschuler, of South Chicago, is opening a department store at this point.

Chicago, Ill.

The Chicago Stationers' Association held another open meeting Thursday, Dec. 12, at the Grand Pacific Hotel. The chief attraction of the evening was the paper read by William Rodiger on "Inks." The aim of the paper was to give the salesmen and the trade in general a better idea as to the sales analysis of inks so that the salesmen would be in a position not only to describe the different inks and their various uses but also to point out why one ink is better for a given purpose than another. The open feature has been such a success that it will probably be continued.

* * *

Stevens, Mahoney & Co., 143 La Salle street, Chicago, have adopted a system of educating their salesmen regarding their line, and the goods they desire to push vigorously, which is worthy of commendation. Once a month all the salesmen of the company get together and the policy of the business is talked over. This method puts every man in sympathy with the business and enables him to understand why certain things cannot be done and how necessary it is that various rules of the house, not before fully understood, must be respected.

* * *

Wm. Freund & Sons, engravers, stationers, and embossers, 45-49 East Randolph street, Chicago, are making a special line of high grade embossed New Year's greetings cards for many of the large corporations.

* * *

There is one stationer in Chicago who has too much business. When a representative of Office Appliances called on E. Y. Horder & Co. this month he found that the company had outgrown its quarters and had to use much of the floor space as a store room. Mr. Horder runs a cash business and believes in quick sales and small profits. He will soon seek a larger store to accommodate this increasing business.

* * *

The Monarch Stationery Co., 119 La Salle street, Chicago, have moved to larger quarters, on account of their rapidly increasing business. This is a new company, comparatively, and if they continue to grow in the future as they have in the past the present space occupied will suffice only for a short time.

* * *

The Chicago Writing Machine Co. are busy with orders for their specialties. Several improvements in their line of goods have been made recently, which has kept the factory unusually busy.

* * *

T. F. Leahy, 51 West Washington street, Chicago, has just placed on the market a perpetual calendar, which may be used as an advertising novelty. This new device has many advantages over other similar calendars and should meet with a good sale.

A PIONEER IN OFFICE APPLIANCE STORES.

The many advantages of the improved methods of systematizing recording, accounting and managing an increasing complex commerce have been followed by a demand for stores handling the latest office appliances. In many sections of the country these stores are being established and are given up to supplying every thing needed in the up-to-date office.

One of the first men in the country to see the need for a store in this new field was E. H. Sell, president of the E. H. Sell & Company, Columbus, Ohio. Mr. Sell began his business career in 1888 as a bookkeeper at an iron furnace in the Hocking coal regions. This kind of business he told an Office Appliance representative "was too slow" for him and soon he went to Columbus and accepted a position selling Hammond Typewriters, where he remained for about a year.

After severing his connections with the Hammond people Mr. Sell tried his ability handling the Smith Premier machine and he had not been long at it when he was appointed manager for the Columbus territory in which position he remained seven years. At the end of his engagement with the Smith Premier Typewriter Company Mr. Sell made up his mind that there was no one better person to work for than himself and accordingly he embarked for himself under the name of The Franklin Bicycle Company, selling typewriters and bicycles.

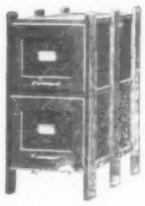
Three years later when there was great activity in the invention and manufacture of office devices he dropped the bicycle end of the business and added a stock of stationery blank books, office furniture, filing systems and changed the name of the company to E. H. Sell & Company, under which the business has been conducted ever since.

In developing this new business Mr. Sell conceived the idea that there was a better way of getting business than sitting in the office and waiting for it to come along. Therefore, he employed salesmen to look after the different departments, taking special pains to get their ideas as to what the trade wanted most, how the faults could be corrected. This method showed such good results that he finally set apart a night each week at which time the office people and the

E. H. SELL.

salesmen got together and talked over matters of mutual interest, which meetings always produced great practical results.

One of the sources of advantages for the company was the securing of the exclusive agency for the leading office specialities. The E. H. Sell Company control the sale of the Edison Mimeographs, Macy Filing Systems, Monarch Typewriters, Milwaukee office chairs and several other lines. Another policy of the house which has brought wonderful results is the employing of good clean young men, who have the interest of the business at heart. The spirit of loyalty and honest business which radiated from the president of the company through its employes, has built up an immense business which will grow with the new demands on the modern office outfitter.



An Original Weis Idea

In Vertical Letter, Bill, Document and Legal Cap Size Cabinets

Brought out by the increasing demand from the trade for an **Inexpensive** *filing cabinet.*

THESE FILES ARE MADE OF SOLID OAK

(Weathered, Mission Style)

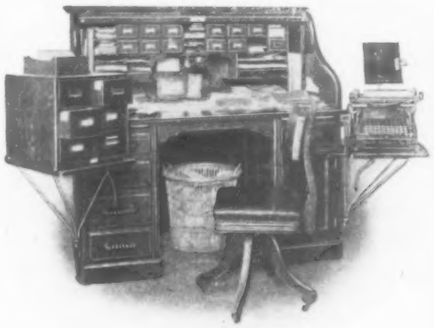
Equipped with Roller Bearings, Patent Lever Locking Follow Blocks. Trimmings Oxidized Finish.

"Originators of the Weis BRUSH TUBE PASTE, Best seller in the paste line."

Nothing Cheap About This Line But the PRICE

These Cabinets are as Practical in Every Particular as the BEST. We Manufacture them in either Two, Three or Four Drawer.

WEIS BEAM POSTA L SCALES



"SWINGING ATTACHABLE DESK STANDS"

WEIS CLIPS

WE ALSO MANUFACTURE A FULL LINE OF

Sectional Book Cases,
Postal Scales,
Brush Tube and Jar Paste,
Invoice and Scrap Books,
Clips, Binders,
Loose Sheet Holders,
Desk Stands,
Desk Trays,

"SECTIONAL BOOK CASES"

Short Account Files,
Clipping Files,
Photo Mailers,

In fact a Full Line of Office and Stationery Supplies **including the Largest Assortment of Card Index Trays and Cabinets Manufactured.**

"SECTIONAL CARD INDEX CABINETS"

"CARD INDEX TRAYS"

Our New Catalog giving full detailed information is about ready for distribution. Shall we send you one?
IT IS FULL OF NEW IDEAS.

The Weis Mfg. Co.

New York Office, 108 Fulton St., A. H. Denny, Mgr.

MONROE, MICH., U. S. A.

Double the Value of your **Adding Machine!**

by using an **Eureka Adding Machine Carriage.** It means more work—greater ease in operation—and increases the life of your machine.

Table is of quartered oak. Wheels are rubber tired. Frame is of oxidized copper.
Price $17.00.
Price without metal back $15.00.
State name of machine used.
No goods shipped on consignment.
Special discounts to Office Supply Houses and Export Trade.

Eureka Carriage Company
52-54 Winder St. Detroit, Mich.

Nichols Pencil Pocket

Newest and best on the market. Saves your pencils, fountain pens and your temper.

The inside spring is the secret and it does the work. SELLS AT SIGHT. Sold by all leading stationers. Special inducements to agents.

Send 25c for Sample.

MANUFACTURED BY

NICHOLS & WILLIS, Worcester, Mass.

THE TYPEWRITER EXCHANGE
Operated by the American Writing Machine Co.

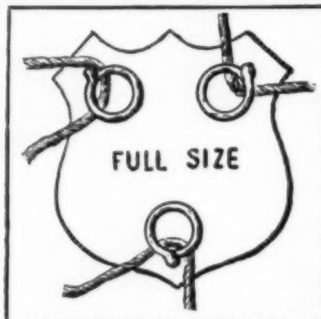
Whatever make of typewriter you may prefer, and whenever you may want it, we can save you actually from 25% to 75% on the maker's price. All standard makes always in stock in all of our salesrooms in

New York, Philadelphia, Richmond, Atlanta, Chicago, St. Louis, Kansas City, Cincinnati, Milwaukee, Boston, Los Angeles, San Francisco, Minneapolis

Write for illustrated catalog and address of nearest office.

The Typewriter Exchange
345 Broadway, New York

We Can Save You 25 to 75 %



PRATT PACKET TIE
Applies to any size bundle, any shape. Send for free sample.
100 mailed to any United States address on receipt of 60 cts.

PRATT F. MFG. CO., 117 Point St., Providence, R. I.

Keep Your Office Free From Dust
For Eight Years at a Cost of $1.00

This can be easily accomplished by using a

Lower Sanitary Duster

Holds the dust until shaken out. Sold subject to approval. Will not spread the dust from one surface to another, and, incidentally to your lungs, like the old-fashioned kind. Shipped to any address in the United States, prepaid, upon receipt of $1. Ten days free trial if desired. **The N. LOWER SUPPLY CO., Little Falls, N. Y.**

NO ORDER TOO SMALL — NO ORDER TOO LARGE

IDEAL BOOK MAILING CORNER CO
WORCESTER, MASS.
PAT. M'CH 26, 1895

SEND FOR SAMPLES — BEST CORNER MADE

FACTORY TIME CHECKS

They are being used more and more. Write for our pamphlet "Time Checks and Their Use."

If it pays others it will pay you

It states our plan in three minutes

American Railway Supply Company
Address Dept. K, 24 Park Place, New York

From Maker to User Direct we Save You All Middlemen's Profit

Non-Smut Carbon Paper any color $1.50 per box. Typewriter Ribbons 50c each, 3 for $1.25. All kinds (Bichromes excepted). Charges prepaid when remittance accompanies order. Money back if unsatisfactory. Liberal discount to large consumers.

Goods not excelled at any price.

Newark Ribbon & Carbon Mfg. Company
299 Washington St., Newark, N. J.
Established 12 years.

TYPEWRITER DEALERS

You will learn something of **Importance** and **Benefit** to you if you will turn to and read page 3, this issue.

TYPEWRITER DEALERS!

Secure a New York Headquarters by joining

The Typewriter Dealers and Buyers Association

For fostering good feeling and fellowship among Typewriter Dealers, and for protecting their interests. Particulars on application to

W. W. RAMER
108-110 Duane Street, New York City, N. Y.

No. 45 MEANS A GOOD **Typewriter Cover**

Dust and Moisture Proof
Free Sample to the Trade with Prices

Typewriter Specialty Co.
243 Broadway, New York

Paine's Combination Lock-Crank
(PATENTED)

Is an elegant little Nickel-Plated Crank which clamps instantly to the combination-lock knob of any safe or vault.

Imparts surprising steadiness and accuracy, and insures great ease, speed and certainty. A few turns of the crank to the proper numbers, instead of nervously twisting the small smooth knob, and the lock is open.

A LITTLE GEM, APPRECIATED INSTANTLY
Every Safe-Owner Wants One

Recommended and in use by largest banks and business houses.

Good live office specialty dealers and salesmen can make a lot of money with this article. Think of the thousands and thousands of safes and vaults—every owner is a possible buyer.

Send 50c. TO-DAY for sample and be convinced of its merits and salability.

HOMER T. SMITH, Suite 1, Burt Bldg., Youngstown, Ohio

HEADQUARTERS FOR

Typewriter Ribbons, Typewriter Paper, Carbon Paper, for all uses.

We manufacture the best line of TYPEWRITER SUPPLIES on the market.

THE S. T. SMITH COMPANY
11 Barclay St., New York City. Tel. 1164 Cortlandt.

Please send for our Catalogue and samples of Manifold, Typewriter Linen and Carbon Papers; also Price Lists of same. DISCOUNTS TO THE TRADE.

"Slot" Pencil Sharpener

15c Any Bevel or Length of Point, on Any Kind of Pencil or Crayon.

The "SLOT" Pencil

Hardened, tempered, razor Steel. Simplest, strongest and most effective sharpener ever made. No soiled fingers. Can be carried loose in pocket. Weighs ½ oz. Nickeled sample mailed for 15 cts. or 8 2-c. stamps. Every sharpener guaranteed. We want every stationer to handle this device. Each dozen mounted on attractive display card. Send for trade price list. Special introductory offer. Agents wanted.

ABLE & WILLING MFG. CO., Lock Box 985, Phila., Pa.

PATENTS

Trademarks and Copyrights

Send your business direct to Washington. Saves time and insures better services.

Personal Attention Guaranteed
25 Years' Active Practice

Specialty:—Working on the Failures of others.

Address SIGGERS & SIGGERS
Suite 33, N. U. Bldg., Washington, D. C.

COPYING MACHINES

Japan.

Mr. Dougall, of the Roneo Co. of Tokio, Japan, was in New York recently on his way to the East, having spent some time in London arranging details connected with the opening of new branches in Hongkong and Shanghai, China. Mr. Dougall also represents the Oliver Typewriter in these cities.

Berlin, Germany.

The Roneo Company scored a great success with their exhibit at the business show in Berlin. They displayed all their various makes of machines and secured a considerable amount of business.

Romford, England.

The new factory of the Roneo Co., Limited, is now running. This large plant covers 3½ acres and should be able to take care of the Roneo business for some time to come. We have seen several photographs of this plant which conveys a fair idea of the remarkable size and scope of this immense place.

New York, N. Y.

W. M. Barlett has joined the Roneo Company, as salesman with a New York territory. His long experience with the Oliver Typewriter Co. and the Herring-Hall-Marvin Co. should ensure him a very large share of success in his new line.

* * *

The Roneo Co. report that last month's business was the largest ever closed by the Co. in this country. The factory has not yet been able to catch up with orders, but a great many more machines have been delivered than in any previous month. It is expected that in a short time all orders will receive more prompt attention and be delivered quicker.

Philadelphia, Pa.

William Mann & Company, of Philadelphia, have received some very fine Roneo business this month. They have introduced the Roneo to one or two Government departments in the city, and are getting up some very attractive advertising matter. C. H. Meyer of this company was in New York recently on a short visit.

CHICAGO STATIONERS ELECT OFFICERS FOR 1908.

At the meeting of the Chicago Stationers' Association, held in the Grand Pacific Hotel, Thursday evening, Dec. 12th, the following officers for the ensuing year were elected:

FLETCHER B. GIBBS, President, of Shea, Smith & Co.

M. D. RIDER, Vice-President, of M. D. Rider & Co.

A. E. RIDDLE, Secretary, of Riddle & Wunderle Co.

J. T. MARSHALL, Treasurer, of Marshall, Jackson Co.

Members of Executive Committee.

CHAS. A. STEVENS, Chairman.
W. F. SAWTELLE.
S. E. COLLINS.

THE McCLOUD BACK RESTER

Office and Typewriter

CHAIRS

With the Adjustable Spring Back

Can be adjusted forward or backward by simply touching the lever on the upright. Can be raised or lowered at will.

The Support Just Where You Need It

Better work and more of it because of the comfort this chair affords.

Dealers—the trade wants them—get in line and sell them. Made in 60 styles.

Write for Catalog. Dept. 2

Best Material—Best Finish—Best Sellers

NONE GENUINE WITHOUT THIS TRADE MARK

LOOK FOR TRADE MARK ON UPRIGHT UNDER BACK REST

The Davis Chair Co.

C. F. McCLOUD, Manager

Marysville, Ohio, U. S. A.

—90% of Typewriter Wear is in the Typebar.—

IN THE NEW MODEL OF THE

L. C. Smith & Bros. Typewriter

Each typebar has its individual Gardner Ball-Bearing Joint, made of the finest tool steel—as hard and as smooth as glass, adding enormously to the smooth running and life of the machine.

ALL the writing ALWAYS in sight

An Instant Automatic Ribbon Reverse that works without an added ounce of ribbon strain or the slightest increase in key tension and that gives a uniform run of the ribbon, and a Lightning Escapement that works at a more rapid speed than any operator can maintain, are two other typewriter features entirely new. These and many other improvements are fully described in our new catalog. Write for it to-day. It's free.

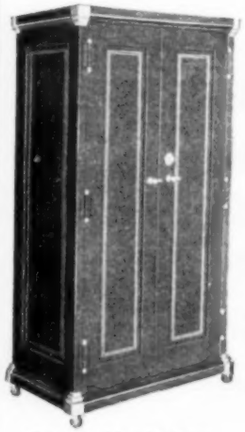
L. C. SMITH & BROS. TYPEWRITER CO., Syracuse, N. Y., U. S. A.

GROWING IN FAVOR

The "Dick"

Steel Safe Cabinets

"FOR UNIVERSAL USE"



Exterior of Double-Door Cabinets

Give security against fire theft and dust

Made entirely of steel and fire-proof material, nearly as light as wood and not much more costly.

Interior devices adjustable to any requirement.

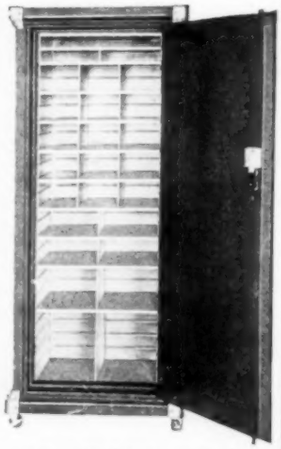
Any filing system can be introduced.

Special sizes made to order.

Good Margins to Dealers

Being Used by

Lawyers
Merchants
Druggists
Publishers
Architects
Railways
Hotels
Libraries
Churches
Editors
Builders
Lodges
Physicians
Contractors
Householders
Printers
Collectors and Public Officials



Adjustable Interior of Single-Door Cabinets

For Agency Terms Address

The Safe-Cabinet Company

SALES DEPARTMENT

51 Perrin Building, CINCINNATI

Cash & Autographic REGISTERS

(By Special Correspondence.)

Detroit, Mich.

An Automobile paper, commenting upon recent changes in a large automobile concern, makes the statement that the cash register business is evidently a preparatory school for the automobile industry, and from the following two announcements, it would indicate that their statement was so.

This statement might hold good for the typewriter and adding machine business, as many of the best men in the adding machine field to-day, some of them general managers and managers, are former "N. C. R. Men."

* * *

The E. R. Thomas Company, automobile manufacturers, have acquired one of the strongest and ablest men from the ranks of the National Cash Register, in the person of High Chalmers, who has purchased a heavy stock interest and becomes president of the company.

Securing such a man as Mr. Chalmers, with his wide knowledge of both modern manufacturing and selling experience, the E. R. Thomas Motor Company should forge ahead with wonderful strides, and we have no hesitancy in predicting that this company, although a comparatively young one, will, within a very short time, find a place for itself among the "big fellows."

* * *

A second announcement comes to us that V. E. Minich, formerly advertising manager for the N. C. R., has been given the general supervision of the sales department for the H. H. Franklin Co., makers of automobiles.

* * *

The National Cash Register Co. laid off 2,000 of its 4,000 employes at Dayton, during the middle of November, for a period of two weeks, due entirely to the inability of the company to secure currency with which to continue business.

* * *

Monroe, Mich.

The United States Cash Register Co., which is building a plant here, was incorporated recently for $200,000, with $100,000 paid in.

* * *

Trenton, N. J.

The Union Cash Register Co. is no more. The plant here was reecntly sold. The patents were disposed of some time ago, and the machinery sold to other parties. They say that "competition is the life of trade" but it seems to have been a "killer" here.

NATIONAL SECURES THE UNION.

Reported Sale of the Plant and Patents of Union Cash Register Co.

According to press reports from Trenton, N. J., the patents covering the manufacture of the Union Cash Register Co. were secured by the National Cash Register Co. through its purchase from third parties.

The local plant of the Union Cash Register Company has been abandoned and it is gen-

DO YOU USE

THE MULTIGRAPH?

If so, write us for prices on our new

Multigraph Ribbons

AND

Typewriter Ribbons to Match

We can save you about 40% if you buy direct from us.

Special attention to the making of Typewriter Ribbons and Carbon Paper for those desiring own imprint, Address

THE BUCKEYE RIBBON & CARBON CO.

Manufacturers

1017 Huron Rd., S. E., CLEVELAND, O., U. S. A.

25% TO 75% SAVED

Write for illustrated catalog of all the standard makes of typewriters in America. Select the machine you prefer, and we will save you actually from 25% to 75% on it. We have all makes including

Remington, Oliver, Yost
New Century, Monarch, Underwood
Smith Premier, Densmore, Hammond

The very machine you want is always on hand ready for immediate delivery, and will be shipped on approval if requested. We also have branch salesrooms in the leading cities where machines can be seen and demonstrated.

THE TYPEWRITER EXCHANGE

Operated by the American Writing Machine Co.
345-347 BROADWAY, NEW YORK

The Perfecto Ledger

"THE METAL HINGE TRANSFER"

A TRANSFER with beautiful and graceful lines retaining that BOOKISH appearance; built on the interchangeable plan by automatic tools of NICKEL-ALUMINUM and CRUCIBLE STEEL. METAL HINGE Covers that are interchangeable with our Banner Ledger. CAPACITY with a minimum of 1 SHEET to 3000 AND MORE if you desire it.

List Prices on any size, Trade discounts and other information furnished on application.

"Our New No. Seven Catalogue post free on request"

The Nelson Corporation,
191 Fifth Avenue, Chicago.

Make and sell to the Stationery trade only.

CASH REGISTERS—Continued.

erally understood that cessation of business has been due to the successful termination of the fight which was waged against the local company for so many years by the National Cash Register Company.

The plant of the company on Beatty street was sold recently by Russ-Taggart Company of New York to Albert Brandt, printer and publisher of The Arena Magazine. The consideration was $12,000. It is the intention of the new owner to renovate the building and convert it into a printing plant.

The patents of the Union Company were sold some months ago to New York parties, who, in turn sold them to the National. The machinery of the Union Company has been disposed of and the company is out of business permanently, after a varied financial career, which was not profitable.

The newest product of the National Cash Register Company, according to report, is a register for recording the sale of stamps, postal cards, stamped envelopes, etc., which the company will attempt to place in all of the offices in the country. It is said that the new machine will take a load of work from the shoulders of the clerks. It will probably be placed before Postmaster General Von Meyer for approval when he visits the city in the next few days to inspect the envelope plant.

Storms Company Brings Suit.

The H. M. Storms Company, of New York, through its attorneys, Doherty & Brownson, last Thursday brought a bill in equity against W. A. Chaplin and the Chaplin System Company, a corporation dealing in blank books and office fixtures, both of Springfield, Mass., and Robert C. Cooley, also of Springfield, as assignee of the Chaplin System Company. The bill of complaint alleges that Mr. Cooley has in his possession, among the funds of the insolvent Chaplin corporation, $537.85 which belongs to the Storms company under an agreement. The court is asked to decree that Mr. Cooley holds the goods, effects and credits of the Chaplin Company as a trust in favor of the Storms Company for the payment of sums belonging to it, and that he be ordered to pay to the Storms Company out of the funds in his hands such sums as can be found due it in accordance with the allegations of the bill of complaint.

The bill states that the Storms Company entered into an agreement with W. A. Chaplin and the Chaplin System Company whereby its goods were to be consigned to the defendants and by them sold as consignees. It is further claimed that under the agreement all title to the goods and the proceeds resulting from their sale were to belong to the Storms Company. In accordance with this agreement the Storms Company states that it shipped goods to the Chaplin Company from time to time and that these were duly received by the defendants, but that on June 14, 1907, the Chaplin Company assigned to Mr. Cooley for the benefit of all its creditors and that at this time the Chaplin Company had in its possession $537.85 which it had received for the sale of goods belonging to the Storms Company; that the money was held without right either in the form of cash or had been turned into the business of the Chaplin Company. It is claimed that this money is now in the hands of Mr. Cooley, who is asked to pay it to the Storms Company.

You Couldn't Get a Book Keeper

Who once used "Readyrule" to go back to the old Page Smudging—Finger Soiling—Rule Smearing method of red ink bottle and pen.

"Readyrule" Carries its Own Supply in its Own "Inards"

Readyrule is a self-inking light line — single or double line ruler—A time, annoyance, ink and money saver that no bookkeeper can afford to be without. It is one of the best selling office specialties on the market.

"Readyrule" Retails at $1.50——————$1.00 Each in Gross Lots to Dealers

To further increase the number of Readyrulers throughout the country we are using space in the leading business magazines. Every dealer should have "Readyrule" in stock.

To get you started we will make you this special proposition.

1-2 Doz. - $6.00
F. O. B. Our Factory
2% 10 days
WRITE NOW

READYRULE MANUFACTURING COMPANY
BATTLE CREEK, MICHIGAN

The Top of the Tip

Here is a celluloid tipped guide card that will win a customer wherever it is shown.

The tip is in one piece, protecting the top of the tab and prolonging the life and wear of the card indefinitely.

This tip will never crack or curl, yet is so thin as to require no additional filing space. Samples to dealers of these

Celluloid Tipped Guide Cards

for distribution among their customers, all colors or transparent, any arrangement of tabs—guides furnished plain or printed for any classification desired and any size. Prices that appeal to the customer and pay the dealer.

STANDARD INDEX CARD CO., 701-709 Arch Street, Philadelphia, Pa.

C. H. DEXTER & SONS
Windsor Locks, Conn.

make PRINCESS COVER
Papers for Catalogues, and
STAR MANIFOLD LINEN

STAR MANIFOLD LINEN TRADE MARK

Papers for Carbon Manifolding in all its branches

McMillan Typewriter Books

For Use With Any Typewriter

For Public Records, Directors' Minutes, Sales Books, etc.

Appearance exactly like ordinary Blank Books. Safeguarded

McMILLAN PRODUCTS

Typewriter Record Books, Sales Books, Flat-Lying Books, Inventory, Order Books, School Note Books, Parish Records, Check Books, Price Books, Book Index, Flexible Post Binders, Etc.

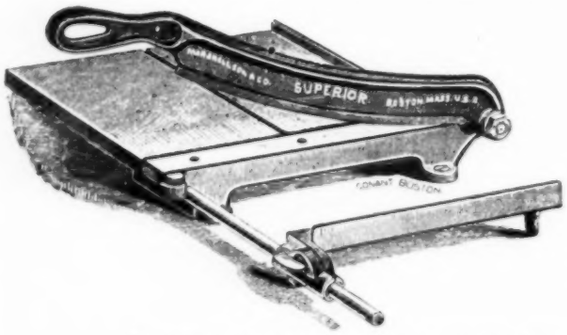
Sold by Prominent Dealers and Typewriter Companies

McMILLAN BOOK COMPANY, Syracuse, N. Y.

We make machines at prices running from $12.00 to $200.00 but

"THE SUPERIOR CARD CUTTER"

here illustrated is our best seller.



It is designed to supply the demand for a low priced shear, well constructed. It has a practical working gauge for squaring and trimming. The blades are of the best steel, 12 inches long. The iron frame has an iron gauge that runs smoothly on the steel bar. The bed is of wood, with grooves and strip; the head has a new pivot mechanism, adjustable, to compensate the wear and grinding of the blades.

Price $12.00, express paid throughout the U. S.

Sent on ten days' free trial to reasonable firms. Catalog free.

Cut your carbon paper with THE SUPERIOR CARD CUTTER.

Marshall Son & Co., Inc., 262 Purchase St., Boston, Mass.

Agents and Dealers can Recommend the

Automatic Time Stamp

without misgiving as to its durability and satisfactory work. It has been

USED CONSTANTLY by THOUSANDS of CONCERNS FOR MORE THAN TEN YEARS

Unexcelled for labor cost systems, time and delivery tickets, etc., and for Stamping time and date upon Letters, Telegrams, Orders, etc.

High Quality—Reasonable Price
Sold Under a Positive Guarantee

The Automatic Time Stamp Co.

162 Congress St., Boston, Mass., U. S. A. "Originators of the Art of Printing Time."

LOOSE LEAF NEWS

(By our special representative.)

Chicago, Ill.

Many stationers are using the little booklet published by Mr. C. A. Sweetland, 269 Dearborn street, Chicago, called "A. B. C. of Loose Leaf Bookkeeping" to boom that portion of their business. One Seattle stationer ordered 1,000 recently, and a Chicago stationer has been ordering regularly. They report that much satisfaction is found from their use as they give in a small booklet the most necessary information. The price of the book is low and no address, except that of the buyer appears on them. Over 5,000 of these books have been sold in England alone.

Grand Rapids, Mich.

The Edwards-Hine Company foreign business in loose leaf goods is on the boom, from reports received from that quarter, and many shipments are being made to countries where the loose leaf systems are taking hold. They are making a specialty of the Proudfit ledger.

Roanoke, Va.

The Gooch-Crosby Company, of this city, has been given the agency for the Mann Loose Leaf Ledger, manufactured by the William Mann Co.

Louisville, Ky.

The Geo. G. Fetter Company are making a specialty of the Mann Loose Leaf Ledger and are devising many systems for local houses in which the loose leaf ledger is a part.

Seattle, Wash.

The Morey-Merriam Co., of this city, have taken on the agency for the Mann Loose Leaf Ledger, with considerable success.

Loose Leaf Encyclopedia.

A New York firm of publishers is about to apply the loose leaf system to an encyclopedia, to be issued in twelve volumes. Prof. George Sandeman, of Edinburgh, and Prof. Frank Moore Colby, of New York, the supervising editors of this new encyclopedia, have attempted to improve upon the old style of revising such works of reference at stated periods of years by providing for constant revision. It is in conformity with the rapidity of the world's progress that these editors seek to provide a constantly up to date encyclopedia by maintaining a staff whose duty it is to rewrite any article of the time appearing in the original work that because of new events ceases to be contemporaneous.

According to their innovation, each volume of the encyclopedia appears with loose leaves and a patent clip set into the binding very much as the loose leaved filed books in a business office are manufactured. The mechanical device does not in any way spoil the appearance of the volume or add uncomfortably to its weight.

LOOSE LEAF BOOKS AND SYSTEMS FOR GENERAL BUSINESS.

By F. W. Risque. Publishers, R. P. Studley & Co., St. Louis, Mo. 1907.

The appearance of this book is the natural outcome of the interest displayed by the business public. Technical journals of all kinds

LOOSE LEAF NEWS—Continued.

are constantly printing articles treating of the merits of "Loose Leaf" as applied to accounting. It is the outgrowth of that desire on the part of the progressive business man to reduce costs and to increase efficiency. Mr. Risque has presented a book of great practical worth, in that he treats in a brief and concise form of the modern accounting appliances. His book is about the only thing of the kind in permanent form for the literature upon loose leaf systems is confined principally to current periodicals or advertisements.

There is hardly a word of "Theory" in the book, nor is it a treatise on accounting, "but simply how to use, to the best advantage, modern appliances."

Much emphasis is placed upon the cuts and illustrations; and it is a pleasure to note that they are of sufficient size, clear, and distinct. This is not true of most literature on this subject. Furthermore there is included a full set of forms and inserts of standard size.

Taken altogether the book is the best that has appeared on this subject.—The Accountancy Journal.

NEW YORK STATIONERS' BANQUET.

Annual Feast Postponed Until January 9.

On account of the annual banquet of the Stationary Association of New York coming in the same week as the banquet of the Boost Club of New York, the entertainment committee decided to change the date to Thursday evening, January 9, 1908, which will be held at the Hotel Astor.

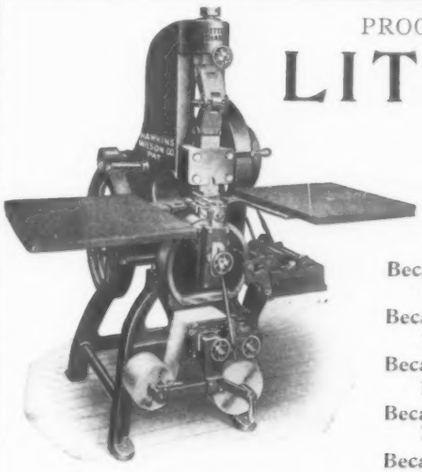
It is expected that a large attendance will be given this year's banquet by the stationers, who are taking a broader and more serious thought of these affairs and appreciate the good that may be extracted from them if attended with such a feeling. The price per plate is $4, which should not scare many away even in these times of tight money, for the acquaintance and good fellowship that can be secured at these annual affairs are many times worth many dollars to those who go through this life giving a little from what they receive.

Invited to Europe.

F. W. Risque, treasurer Sieber & Trussell Manufacturing Company of St. Louis, has been invited by a large number of European stationers to visit them and lecture on the new loose leaf and other office devices with which Mr. Risque has been prominently identified for many years.

The invitation comes by virtue of the fact that last spring Mr. Risque spent several months in European capitals in the interests of the Sieber & Trussell company. His methods of explaining the use and advantages of loose leaf devices opened the eyes of the Britisher, who never before had had an intelligent understanding of the devices with which America is so familiar.

Mr. Risque has felt compelled to decline the invitation, but will institute other plans that may have the same educational effect, as the present condition of the European business must demands that he be thoroughly informed before any decided increase in sales can be



PROGRESSIVE FIRMS INSTALL THE

LITTLE GIANT

POWER PRESS

Because—It will print and emboss at one operation accurately from steel dies or plates faster and with more economy than any other machine of this character.

Because—It has plenty of open feed room, allowing any size sheet to be fed with ease.

Because—It registers accurately, giving the finest results obtainable.

Because—It has all the adjustments in front of the press within reach of the operator at all times.

Because—It enables you to make prices which will land the order at better profits.

Because—It earns its cost in a short time.

Write us for Catalog, Price, etc. Bring or send us your dies for a demonstration.

MANUFACTURED AND FOR SALE BY

Hawkins-Wilson Co., inc., 712 Sansom St., Phila., Pa.

Canadian Agents: The J. L. Morrison Co., 445-447 King St., W., Toronto, Can.
Cuban Agents: Arturo Hernandez Mejia, Havana, Cuba
Mexico Agents: Parsons Bros., Mexico City

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Drawing Inks, Blacks and Colors
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board and Library Mucilage
Office Paste
Liquid Paste
Vegetable Glue, etc., etc.

Strictly Original Goods of the Highest Grade Only.

Show Cards, Color Cards and Imprinted Matter supplied to the Trade.

Consumers, emancipate yourselves from the use of corrosive and ill-smelling inks and adhesives and adopt the **Higgins Inks and Adhesives.** They will be a revelation to you.

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I. C. P. Co. RIBBONS AND CARBONS

WON THEIR POSITION IN FAVOR OF USER AND DEALER SOLELY UPON MERIT. THEY ARE SOLD UPON QUALITY. EVERY PENNY OF THE PRICE REPRESENTS VALUE IN GOODS. BACK OF EVERY PIECE THAT LEAVES OUR FACTORY IS OUR UNLIMITED GUARANTEE

WRITE FOR SAMPLES

INTERNATIONAL CARBON PAPER CO.

241-245 CENTER STREET : : : : : : : : : NEW YORK CITY, N. Y.

There are Points of Superiority In Viking Sectional Bookcases

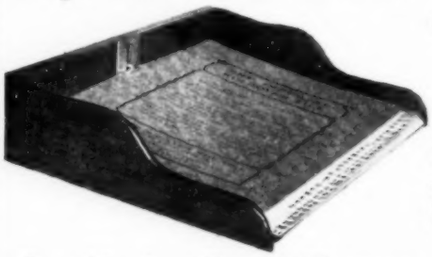
Solid Substantial Sections, made of selected material, with a top built in every section, to add strength and protect the books. Every section fitted with an equalizing device, which is noiseless in operation, and absolutely controls the door, making it impossible for it to bind.

The Kind of Bookcase Your Trade Will Buy

We have a liberal, exclusive agency proposition to make to dealers. If you are in the market for sectional bookcases, **write us.** We will be pleased to have our **representative call on you** with a **sample case for your inspection.**

SKANDIA FURNITURE CO., Rockford, Ill.

Imperial Holdover File



Four Devices in One

CORRESPONDENCE FILE
TICKLER SYSTEM
FOLLOW-UP
DAILY REMINDER

Especially useful for Abeyance matters, Collections, Delayed Shipments, Purchases. A file for "pending" matters not quite ready to be filed permanently. Combination daily and alphabetical index made of strong fiber board covered with black art cloth. Light and convenient.

LETTER SIZE, 11x12⅜x3. **$1.00 each.**

Card Index Stock Forms

50 USABLE EVERY DAY FORMS **50**

"FOLLOW-UP"
"COSTS"
"SALES RECORDS"
QUOTATIONS—"RECEIVED AND GIVEN"
and 45 other live forms applicable to every business.

SPECIAL PROPOSITION FOR QUANTITIES TO DEALERS.

IMPERIAL METHODS CO.
(Formerly Butenschoen & Co.)
186 JACKSON BOULEVARD, CHICAGO, ILL.

TYPEWRITER COVERS

TO THE TRADE ONLY

Flannel — Rubber — Silesia — Denim — Sateen

Buy of the MANUFACTURER and save AGENT'S PROFITS

W. BURNHAM, CENTRAL PARK, Long Island, N. Y.

PEN & PENCIL

New York City, N. Y.

The L. E. Waterman Company have received, at the hands of the judges of the Jamestown Exposition, the first Gold Medal—highest award for manufactures—for quality, workmanship, construction and perfection of Waterman's Ideal Fountain Pen. In addition to this they have received another honorable award for the installation, originality and beauty of their booth. The enterprise of this firm is remarkable, and they certainly deserve all the credit and reward that it is possible to bestow for the splendid and thorough manner in which they have pushed their specialties.

Camden, N. J.

The Esterbrook Steel Pen Co. are to build a two story addition to their plant here. It will have a frontage of 65 feet, and a depth of 90 feet. Provision has been made for additional stories for the future.

San Francisco, Calif.

Burglars broke into the store of Schwabacher-Frey Stationery Co. at 42 Sutter street, recently and carried away $600 worth of fountain pens.

Is It a Foolish Restriction?

The American Lead Pencil Co., of New York, advertisers of the Venus Pencil, tell readers to "write on business heading for free sample and booklet." This excludes from consideration the host of writers, stenographers, etc., who, while active purchasers of pencils, possess no "business headings," and who, perhaps, would be more interested in the Venus booklet than the men whose names are printed at the top of their letters.

The country is waking up to the fact that the red cedar is practically all used up, and we have no wood now that is suitable for lead pencils. We use 320,000,000 pencils every year. This requires 110,000 tons of wood, which means 7,300,000 cords. Heretofore this has all been red cedar, and no satisfactory substitute has been found. The average educated American over ten years of age uses six pencils a year.

Didn't Use His Own Goods.

William J. Bryan, on his last visit to New York, declined to answer one of a Washington correspondent's questions.

"I shouldn't know my business if I answered such a question as that," said Mr. Bryan, smiling. "Every one must know his business; otherwise failure follows; and I'm sure you wouldn't want me to fail like the young salesman of fountain pens.

"There was, you know, a young fountain pen salesman who, to his great joy, succeeded on his first trip in persuading a stationer to order 500 pens. But all of a sudden the stationer's manner changed to the young man.

"I countermand that order," he barked, and hurried into his private office, slamming the door behind him.

"Later in the day his bookkeeper said to this stationer:

"'May I ask, sir, why you so suddenly countermanded your order for those fountain pens?'

"'The young salesman,' the other answered, 'booked my order in lead pencil.'"—New York Times.

PAY YOUR BILLS AND THE MONEY STRINGENCY WILL CEASE.

A Message to the Man Who Signs the Checks.

Just now the scarcity of money seems to be the "root of all evil." Public spirited merchants of the country can do much to restore confidence through the medium of "accounts receivable" and "accounts payable."

It must be obvious that corporations or individuals can not pay out money unless they have a large cash surplus or can collect moneys due. It has been suggested by leading business men that every statement or invoice going out should carry a notice something like the following:

> **To "The Man Who Signs the Checks."**
>
> The spirit of patriotic financial co-operation should govern us all at this time—and the most practical method is for us to pay each other the bills we owe.
>
> We are doing what we can in that direction. Will you help us? We'll promise to start your remittance on its way immediately upon receipt, to do its full share in restoring confidence and prosperity for us all.

"The way to resume is—to resume."

It is the opinion of Office Appliances that if every statement or invoice is accompanied with some such message as the above that it would stir the patriotism in the breast of every "man who signs the checks," and prompt him to join in making the "good morning mails" contain a batch of checks which would make the bank statement look like old times.

The Rubber Pencil Tip.

The rubber tip for pencils also had a practical value and realized $100,000 a year for the man who first had the common sense to invent and patent it.

The simple shield which protects ceilings from lamp smoke is another commonplace invention which has earned hundreds of thousands of dollars.

Of course, all these inventions would have brought no financial reward to their originators had they not been patented. Many heart-rending tales could be told of men who, through carelessness, neglected to protect their inventions and as a result had them stolen. The thieves would secure patents and reap the reward of their victim's toil.

The Steel Pen's Profits.

But the shoe lace isn't the only small invention that has brought big returns. The man who invented the steel pen realized $10,000,000 therefrom, while the man who improved the pen and made one which would produce different degrees of shading received a royalty of $200,000 a year. All of which goes to show that a man doesn't have to have the genius of an Edison or a Westinghouse to invent things which will bring him a fortune.

Wide awake persons with a little ingenuity and much common sense, can get rich over night—provided, of course, that they go about it right.

Ninety per cent of the "sidewalk novelties" which are continually bobbing up on the streets of all big cities realize thousands of dollars for their inventions before "something new" supplants them.

Queen Office Typewriter Desks and Chairs

Improved, The Latest, The Best

Sold Direct to DEALERS Only

42 in. long, 24 in. deep, 32 in high.

(Patent Applied)

No. 500—Queen Typewriter Desk.

All Typewriter

Desks

are equipped with our Patent **Copy Holder** being placed in direct line of vision enabling operator to sit erect. **Saves time** and errors. **Solid oak** workmanship and finish guaranteed. Returned at our expense if not satisfactory.

36 in. long, 29 in deep, 46 in. High.

No. 100—Salesmen Desk.

ALL DEALERS Should get our Catalog and prices before ordering elsewhere **Send** to

THE MARYSVILLE CABINET CO., Marysville, Ohio, U. S. A.

NEW CATALOG FREE.

Typewriters To the Trade Only

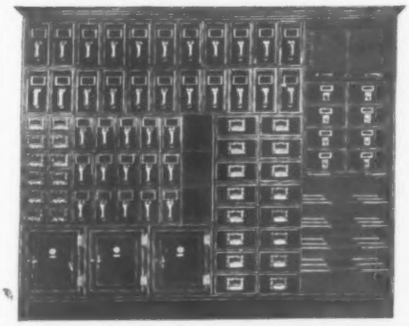
Large assortment of all makes, in the rough or repaired, at lowest prices for cash.

Orders promptly filled. Write to-day for prices on machines wanted.

B. D. UNDERWOOD TYPEWRITER EXCHANGE

92 LA SALLE STREET, CHICAGO, ILL., U. S. A.

Steel Filing Devices



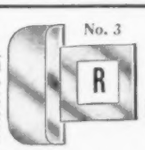
We make a complete line of steel office furniture and will be pleased to send catalogues and price-list upon request. ¶ Our Vertical Letter File Sections cost the same as corresponding grade of wood cabinets and never shrink, bind or warp. Send for special circular.

Krag Imperial Cabinet Co.

816-822 Fulton St., CHICAGO, ILL.

Burckhart's Everlasting Index Tabs

Made in four sizes and various headings. Our adjustable tabs are made of Spring German Silver and Index Letters covered with transparent celluloid, having the appearance of polished inlaid ivory. Practically indestructible and the tightest gripping tabs made. No pasting or erasing to our **Writing Tabs with Removable Cards.** We also make **Metal Gum Tabs,** same sizes and headings, at about half price of adjustable tabs. Sample Tab 5c. Circulars free.



CHICAGO BUSINESS SYSTEM CO., 100 E. Van Buren St., Chicago, Ill.

The Trussell Loose Leaf Memo

Is an exact reproduction as to thickness and shape of the most approved sewed memorandum book and is

... MECHANICALLY PERFECT...

Easiest Book to Operate Ever Devised

Handsomely bound in morocco, also black watergrain buffing and range in price from the lowest of any on the market to the highest

PRICE LISTS UPON REQUEST

Trussell Manufacturing Co.
106-108 Fulton St. New York

Have You Had Samples of Our New Line of

Non-Flake, Non-Smut, Non-Curl, Non-Grease Carbons

Our Blacks are superior to any carbons on the market for finish, color and wear. The only makers of genuine Pen-Carbon.

PEN-CARBON MANIFOLD CO., Inc.
65 Mine Street, - - - New Brunswick, N. J.
OUR SYSTEM IS LARGE SALES AND SMALL PROFITS.

A "TRY" means A "BUY"

To the Trade: Write for Sample Today.

BIG REDUCTION IN WIRE DESK BASKETS

Send for discounts and new Catalog No. 40
Buy DIRECT from the manufacturer
PROGRESSIVE WIRE GOODS CO., 529 Commerce Street PHILADELPHIA, PA.

The TIME RECORDER

(By Special Correspondence.)

TIME RECORDERS.

Chicago, Ill.

R. E. Kimball & Company, 274 Wabash Ave., Chicago, the Western agents for the Simplex Time Recorder Co., of Gardner, Mass., are vigorously pushing the sale of this machine in the Chicago territory. The new illustrated booklet showing the adaptability of the device is a very attractive affair and shows the utility of the appliance to good advantage.

* * *

The J. H. Wilson Company, of Chicago, the general Western agents for the Syracuse Time Recorder Co. are making many good sales with their line and Mr. Wilson is finding that this very automatic clock is proving more popular every day—particularly where those who have used the "dial setting" machines understand the feature of the Syracuse automatic.

Endicott, N. Y.

The International Time Recording Company ,for so long at Binghamton, N. Y., have now settled well in their new factory buildings at Endicott, where the company enjoys the honor of occupying the largest plant in the world used exclusively for the purpose of manufacturing time registering and recording mechanism.

Auckland, N. Z.

The Hawley Time Register Co., through their Western Sales Agent at Chicago, J. H. Hurd, recently sold a large cement plant here a complete installation of their machines.

STAMPS AT ALL HOURS IN OFFICE BUILDINGS.

The Government is experimenting with automatic stamp selling machines which will probably be placed in all office buildings if it is found that they are practical. The Postmaster-General will make a trial in the New Orleans post office, and it is reported that the machines will be thoroughly tested in about 15 cities, having already been given a satisfactory inspection in the department at Washington.

The automatic stamp seller was given an official trial about a year ago soon after its invention. If the machine is found practical it will enable the public to buy stamps at all hours of the night. It is easily operated by placing pennies, nickles, or dimes in a slot.

The corridors of the post offices in the large cities, office buildings, library cars, and public places will be equipped with these vending machines for the convenience of the public. In the small towns where every one assembles at the post office at the arrival of the mail the machine will be of great value to the postmaster who must give up his time to mail sorting before waiting on those who wish to buy stamps.

A POPULAR LINE OF SAFES.

The office appliance dealer should handle everything with which to equip a modern office. There is one line of goods which most dealers do not carry and which would greatly add to their profits.

A large percentage of the purchasers of office appliances at one time or another want a safe and they usually make their first inquiry of the dealer where they are in the habit of buying their other supplies. There is good profit in the sale of safes and this field is a new one in which the office supply man should interest himself.

The Meilink Manufacturing Company of Toledo, Ohio, have recently issued a new catalogue of up-to-date safes which should be of special interest to every dealer who handles office equipment goods. One of the special features of the Meilink safes is that a distinct

line of goods is manufactured which are 300 to 1,000 pounds lighter in weight than the regular goods on the market. These safes are made with 4-inch walls, and the office supply dealer can easily handle them in his store without difficulty.

The chief feature of this line is that they are the first safes placed on the market which contain an interior filing device so arranged that letters may be filed FLAT. They are also adapted to the convenient custody of loose leaf books. In order to accomplish this advantage these safes are made 17½ inches deep on the inside. The lightness of this new line of safes opens a new field since in many office buildings and offices the heavier safes are not practical.

The manufacturers of this line of goods will fully guarantee them as equal to any goods on the market. Malleable or cast iron is not used in the bolt work, as is the case in many lines. The lock is of an improved type key combination, and the line of safes as a whole merits confidence in every particular. Office appliance dealers will receive every courtesy to their letters if they are interested in addressing the manufacturers of this line for further particu-

THE SECOND ANNUAL
Cleveland Business Show
MARCH 23 to 28, 1908 The First Show was a Big Success
The Second Show will be a Huge Success

We were the originators of the idea of uniform decorations and booths ready for the exhibitors for business shows.
The second show will be the most beautiful ever held.
For diagram and information address at once

E. E. MERVILLE, Mgr.
Spencerian Bldg., Cleveland, Ohio

Cleveland, a City of
3,500 Manufactories

Capitol Non-Evaporating Ink Stands

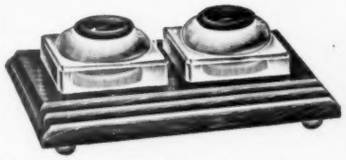
No. 1 Cut Glass.....$1.00
No. 2 Pressed Glass..... .50

No. 50 Capital Inkstand....$ .25

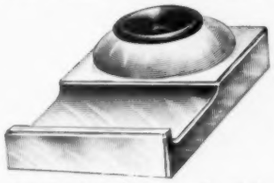
"The Capitol"
is a large, handsome Ink Stand for home or office desk, constructed on scientific principles—a broad, flat base to give stability and a graceful dome-shaped reservoir to hold the supply of several months.

Protected both from Air and Dust, the Ink can neither Evaporate nor Clog, and is always rendered clear and fluid until the last drop is used from the small concave depression under funnel.

Depressing of the funnel is avoided, the right amount of ink being fed without loss of time or injury to pen.



No. 6 Two Pressed Glass Stands and Base.....$2.00
No. 7 2 Cut Glass Stands & Base 3.00



No. 25 Capitol Inkstand, with All-Glass Pen Rack.....$ .75
No. 26 Two No. 25 Inkstands on Oak or Mahogany Base.... 2 50

Send for Catalogue of Office Specialties and Trade Discounts

Cushman & Denison Mfg. Co., 240 W. 23rd St., New York

THE MOST COMPLETE LINE

CARBON PAPERS — CARBON ROLLS
TRANSFER PAPERS — TYPEWRITER RIBBONS
STAMP RIBBONS — TYPEWRITER OIL
NUMBERING MACHINE INK

J. A. HEALE & CO.

TRADE HB MARK MANUFACTURERS
The mark of quality

96 JOHN STREET :: :: :: NEW YORK, N. .

TYPEWRITER DEALERS:

Do you recognize the importance of having your interests fully protected? If so, buy your machines direct from us, because

WE SELL ONLY TO DEALERS.

We always have on hand a large complete stock of

RAMER'S REBUILT READY TO SELL TYPEWRITERS

All modern makes, in first-class REBUILT condition. By our plan NO REPAIR DEPARTMENT IS NECESSARY. Write for price list, or state your requirements.

WHOLESALE TYPEWRITER COMPANY
"To the Trade Only"

W. W. RAMER, Pres. 108-110 Duane Street, New York City

"MARKWELL" Typewriter Ribbons

are made in all colors for
ALL MACHINES

BI- and TRI-CHROMES Particularly Recommended

Our entire factory is devoted exclusively to the manufacture of Typewriter Ribbons—Nothing else—**Just Typewriter Ribbons**

AN IMPORTANT WORD

THE price of typewriter ribbons like the price of anything else is, the measure of its quality and $30—$24—$18—$12 or any other price per gross is the index to the standard of the goods.

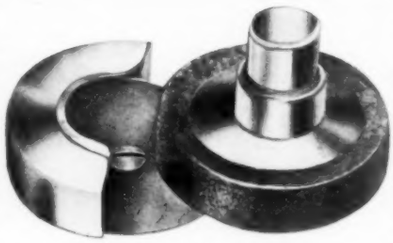
You can't get the high standard materials—length and service for the low grade price.

SEND ME A SAMPLE OF THE PRICED RIBBON YOU DESIRE

and I will quote you a price. I can furnish anything you want.

DEALERS WANTED IN ALL COUNTRIES

FRANK BAYER
SPECIALIST IN TYPEWRITER RIBBONS
22 No. Williams St., New York



(Patent Allowed)

You Can't Stop Noise

made by typewriting machines when fastened to the desk by the old-fashioned cabinet screws.
USE, in place of screws and bolts,

"REDWELL" TYPEWRITER CUSHION AND FASTENER

Dealers will do well to write us for for full particulars and discounts. An excellent regular or side line.

A GOOD IDEA!

Send $1.00 for Sample Set and apply them to your own typewriter,
No competition to meet; the only device of its kind in existence.

MADEWELL SUPPLY COMPANY
Typewriter Specialties
2:2 Broadway NEW YORK CITY

The MEAD STATIONERS' STAMPING PRESS

Is used by nearly ALL PROMINENT STATIONERS for producing
FINE ILLUMINATED STAMPING

For this work it is unequalled because of its unusual CONVENIENCE—ACCURACY—DURABILITY
These presses are made of Best Material and Workmanship

LEADING FEATURES:

Space back of die; long, straight bearing of slide; nut cut from solid casting; low point of contact of end of screw; positiveness of reversing of die and counter, and volute spring. **No adjusting to keep in working order.** Presses I built 36 years ago are still in good working order.

Small Size will Stamp Dies 1¼ in. square or 1 x 3 inches
Large Size will Stamp Dies 2 in. square or 1½ x 4 inches
WRITE ME FOR MORE COMPLETE DATA

A. G. MEAD, Machinist, 364 Atlantic Ave., BOSTON, MASS.

Originally Designed In 1868

Not Expensive but Very Good

OFFICE SPECIALTIES

(By Special Correspondence.)

Hamilton, O.

The H. P. Deascher Company of Hamilton, O., who manufacture letter presses, have established an agency in Cincinnati for their goods. They are one of the largest letter press manufacturers in the country.

Chicago, Ill.

The Coin Counting Machine Co., of 125 Monroe street, Chicago, is giving special attention to building of some special machines to count foreign coins. They will have a new machine which will separate and also count coins which they expect to show very shortly. When this machine is ready, it is said that it will be the only machine which will accomplish this compound work. Their regular machines, which are known as the Johnson Coin Counters are generally used in the United States and will handle any kind of U. S. coin. Their special machines are being introduced very extensively in Sweden.

Dallas, Texas.

The Flynn-Wilder Company, of Dallas, Texas, have recently perfected a new copy holder for typewriters, adding machines and the like, which is described in this issue.

Chicago, Ill.

E. M. Kidder, president of the American Multigraph Co., accompanied by T. K. Simpson, the secretary, were in New York recently on business in connection with the company

New York, N. Y.

B. W. Huebsch, of 150 Nassau street, New York, the well known "Year Book" and "Dairy" manufacturer of New York, is sending out a special circular and catalogue of his line of goods, including a list of the popular books he is publishing.

Philadelphia, Pa.

The popular use of wire baskets for offices, and particularly the waste basket and the "letter trays" as produced by the Progressive Wire Goods Co., of 59 Commerce street, Philadelphia, is growing to an enormous size, and many new uses for these goods have been found, one of the latest being a set of four or five baskets, joined together on the sides so that they cross the top of the average roll-top desk, and these again are made in two and three tiers. The company's new catalogue gives a complete list of the various specialties made by this firm, including photograph holders and other goods sold and handled by the stationery and office appliance dealer.

Detroit, Mich.

The Detroit Mailing Machine Company, makers of the Schermack envelope sealer and stamper, have changed the official title to their incorporation to the Schermack Mailing Machine Co., with offices at Tower court, Detroit, Mich.

The success this company is having with their sealer and stamp stick is far beyond expectations, and as soon as they are able to make large deliveries a general use of the machine is expected, it being the only combination stamper and stick on the market.

Charles B. Davis, a well known Detroit

Over 100 reasons why they should be used.

Dealers:—There is no other one specialty that will pay you as handsomely as the

North American Typewriter Backing Sheets

An absolute necessity with all typewriters where clear neat writing is an object. As essential to the writing machine as a pad or backing is to a printing press. It will sell in every office. Most liberal discounts ever given on a patented, fast selling specialty. **Retails at $1.00 per doz.** Extra inducement: Express paid on all orders placed in July. **Send at once for sample and prices.**

The North American Supply Co.
Long and High Streets **Columbus O., U. S. A.**

We Want Dealers

everywhere for our

"Republic" Carbon Paper and Typewriter Ribbons

the latest and best goods placed on the American market

Send for details of exclusive agency and full line of samples

DO IT NOW

Republic Ribbon Carbon & Mfg. Co.

(Bona fide Manufacturers)

180-182 Centre Street, NEW YORK, N. Y.

business man, has taken charge of the sales division for the company, and promises to make it one of the "star" companies operating in this city,—and there are many good ones to compete with for the title.

Newark, N. J.

J. Klausmann, the manufacturer of the "Don't Smear" stamping pads and ink, with offices at 70 William street, is having a big run on his line of goods, it being universally demanded by people who have become acquainted with the features embodied in them.

The pad itself, while maintaining its moisture for an exceedingly long time, giving clean copies from the rubber stamp, will dry quickly on paper and will not smear.

The inks are made up in red, green, purple, light red, black and blue, and the line makes a fine selling specialty for salesmen, office appliance dealers and stationers.

Philadelphia, Pa.

The Hawkins-Wilson Company, owing to the great demand for its "Little Giant" stamping press, has been compelled to move into new and larger quarters, where it is now working hard to fill the orders on hand. The "Little Giant" is proving itself a money-maker, the reason being it is so simple and economical to operate that it does not need expensive help to run it. Readers are invited to take or send their dies to the company's new show room, where there will be demonstrated to them all the claims made for the press. Particulars in regard to it may be found on page 578.

Automatic Stamp Machine.

Consul Albert Halstead writes from Birmingham that the British government is making a trial of an automatic stamp-selling machine which has proved successful. The machine is so perfect in its mechanism that it eliminates all bad coins, whether they be bent, counterfeit, foreign, or specially manufactured. Another advantage of the invention is that no lever or handle has to be manipulated, the machinery being worked entirely by the weight of the coin.

The Hoggson Time Stamp.

There are in the market a number of Time Stamps, but none have the compactness and portability of the Hoggson Time Stamp. It has been in successful use for the past twelve years in all parts of the world, not only for all the ordinary purposes for which time stamps are used, but for many other purposes for which other stamps are absolutely unavailable. The Hoggson stamp prints the time and date on any smooth surface that the hand can reach. The type being made of specially pre-

pared rubber, adapts itself to any ordinary demands, and the stamp itself is so solidly and well constructed that it can be handed freely, and will last indefinitely. It is impossible to state here the vast number of uses to which it has been already adapted, but further information can readily be obtained from the makers, the Hoggson Time Stamp Co., of 106 Fulton street, New York. The stamp is moderate in price, and should prove a fine side line for dealers and others. It will probably be on exhibition at the New York Business Show.

Useful Christmas Presents

PELOUZE POSTAL SCALES

Designed for

Office, Store and Home

Warranted Accurate

National	4 lbs.	$3.00
Union.	2½ lbs.	2.50
Columbian	2 lbs.	2.00
Star	1 lb.	1.50
Crescent	1 lb.	1.00

Mail & Exp.	16 lbs.	$5.00
Commercial	12 lbs.	3.75
U. S.	4 lbs.	2.50
Victor	1½ lbs.	2.00

"They tell everythig at a glance"

In addition to giving the accurate weight by one-half ounces, they tell instantly the exact cost of postage in **cents** on all classes of mail matter.

The index starts at the top and travels through a slot, pointing exactly to the information required.

You don't have to stoop to read the dial, as in other makes.

"They save time and stamps"

For sale everywhere by leading stationers and hardware dealers.

Insist on getting the **Pelouze** make and you will have the best. If your dealer cannot supply you, order direct.

Send for Catalogue "P"

PELOUZE SCALE & MFG. CO.
118-130 W. Jackson Boulevard
CHICAGO

A Pin With A Handle
SUPERSEDES TACKS

Moore Push-Pins

GLASS heads, STEEL points

Handy on Every Desk

Many practical uses as illustrated, will suggest themselves if you have a Packet before you.

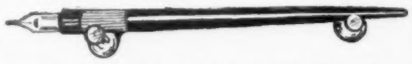
WILL NOT DISFIGURE WOOD OR PLASTER.

Indispensable for CALENDARS, SMALL PICTURES, POSTERS, PHOTOS, DRAPERIES, NICKNACKS and the numberless "LITTLE THINGS."

The transparent glass heads **harmonize with any color decorations.**

Packed 72 Packets in attractive easel-lid box together with handsome purple Plush Demonstrating Pad, which causes quick sales.

SUPPLIED BY JOBBERS OR



Moore Push Pin Co., 107 S. 11th St., Phila., Pa.

HOOSIER PRINTING COMPANY

(INCORPORATED)

The Business Man's Department Store

Manufacturers and Dealers Everything for the Office

Hoosier Press Building
321 East Main Steeet

Muncie, Ind., Sept. 27, 1907.

THE OFFICE APPLIANCE CO., Chicago, Ill.
Gentlemen:

In reply to yours of the 27th, I am pleased to advise that our "Want" advertisement in OFFICE APPLIANCES has made a decided hit, as, out of eleven replies, TEN came from our adv. in your paper, one came from Walden's Stationer and Printer, and no replies come from the same advertisements placed in two other papers in the same field.

I am quite sure that I will be able to make a selection from the present list.

Yours very truly,

A. EARL BOYCE, Pres. & Treas,

The position of "Office Appliances" as the first trade journal covering the **Office Supply, Stationery and Specialty** field is due as much to its ability to secure results for its advertising patrons as to its ability to procure the most news and the best reading features.

Whether it be a small "Want" advertisement, or a page announcement of some new office device, the results are as dependable.

"OFFICE APPLIANCES" solicits the confidence of its readers and advertisers. It merits that confidence by producing the kind of results that makes advertising pay.

"OFFICE APPLIANCES," 303 Dearborn Street, Chicago, Ill.

AMONG The DEALERS

(By Special Correspondence.)

Canton, O.

"Baer Facts" issued by Baer's of Canton, the office appliance dealers, seems to be getting better and more "meaty" with each issue—and the meat is as sweet as that supplied from the shanks of some real bears, in that it is well handled typographically and illustrated well with the many specialties that this firm handle.

The Baer Company is one of the few of the United States that have taken hold of the office appliance game in a manner that will make for them a name and reputation second to none in their field.

The excellent lines this firm has secured for their agencies and the general popularity of the men back of it, with their original way of handling their name as a Trade Mark is bound to attract attention and win for them success in their chosen field.

Wichita, Kans.

The Millison Office Supply Company, printers and stationers, and general office appliance dealers, have purchased the Moore Printing Co. of this city. In our last issue we made comment that this firm had 16 men working, and in another part of the issue we named an additional number. We learn that the Moore Printing Co. had 16 persons engaged, which the Millison Co. maintain for this branch of the business, in addition to their other help.

New York City, N. Y.

William H. Riggs, formerly with the Elliott-Fisher Co., and lately with the Universal Adding Machine Co., of New York, has engaged in the office appliance business with E. Parmly, Jr., formerly manager of the Billing Machine Department of the Remington Typewriter Co.

The new combination should be a very productive one with so capable a pair of men back of it as Messrs. Riggs & Parmly, both of whom have made a success in their former connections, and are known nationally for their selling abilities.

The new firm will open on January 1st, at 42 Broadway, and will deal in check writing machines, check protectors, adding machines, typewriters, carbons and ribbons, stationery, loose leaf devices, typewriters, binders, filing cabinets and other office appliances and specialties.

Many of the lines have already been acquired by this new firm, but others will be taken on just as soon as they are in a position to handle them.

Both gentlemen have a host of friends who will be pleased to hear of their joint connection and wish them the success that is bound to come to their efforts.

TO SUBSCRIBERS.

Special attention is called to the privilege we offer those who desire to "stick by their trade journal" to subscribe for a period of five years for only $5.00. We have many who have taken advantage of such an offer. Start with the new year!

PAPER and ENVELOPES

(By Special Correspondence.)

Battle Creek, Mich.

The new building of the Battle Creek Paper Co. is nearing completion. The building is 130x340, two stories high.

Boston, Mass.

It is understood that President High J. Chisholm of the International Paper Co. will tender his resignation from that concern.

Chicago, Ill.

The Knox & Wolcott Paper Co. has been capitalized here for $15,000. Richard H. Knox, Frank H. Wolcott and Theo. M. McCaskey are the incorporators.

* * *

The Oak Cliff Paper Mill Co. has let a contract for the erection of a new building, ordered new machinery and will replace the old mill with an up-to-date factory.

Dayton, O.

For one single day, during the month of November, the Government Envelope Co. here turned out 6,000,000 envelopes, which is the largest day's work recorded for the plant, indicating that the new company is catching up with its orders for stamped envelopes.

Milwaukee, Wis.

A report from Appleton, Wis., indicates that John G. Hanrahan of New York, the promoter of the proposed paper mills merger, has returned to that city for the purpose of completing his plans for such a combination. The financial market has somewhat put a quietus on the plans.

Madison, Wis.

E. C. Riner, a paper man, has purchased the plant of the Ford Paper Manufacturing Co. of Chicago, Ill.

Millinoket, Me.

The Great Northern Paper Co. started their big mill here to-day with one of their machines, and will begin active operations with their full equipment of machinery as fast as they are able to get them going.

New York, N. Y.

J. M. Shew Paper Co., with a registry office at Atlantic City, has been incorporated here for $125,000. George F. Buss, I. M. Adams and George W. Evans are given as the incorporators.

* * *

The Imperial Paper Co. of Brooklyn, with a capital of $5,000, has been incorporated in New York for $5,000. Fred Knowlton, E. A. Monfort, and E. D. Cronin are the incorporators.

Nashville, Tenn.

William R. Edmonds Mfg. Co. of Newark, N. J., have opened an office in this city for the sale of their paper and office novelties. The Nashville office will employ about fifteen persons.

Nevada, Mo.

L. Elkins has purchased the H. L. Griffis paper and stationery store in this city.

Charles P. Rogers was appointed a receiver for the Grove Mills Paper Co. during the middle of November. The company was incorporated in 1899 with a capital of $250,000. L. A. Crafts is vice president and manager and Maurice Whalen is superintendent.

PRECISION POSTAL SCALE
Capacity, 4 lbs. by ½-oz. Price $2.50

Why the TRINER Postal Scales

are the Only Positively Accurate and Scientifically Perfect Automatic Scales made.

BECAUSE — They do not show any variation, no matter where the article is placed on the platform, they register always correct.

They are constructed entirely of the best Cold Rolled Steel; absolutely no castings to break in transportation, and are handsome in design and finish.

Sold by all Leading Stationers.
If yours cannot supply you, we will prepay the Express charges.

TRINER SCALE & MFG. CO.
1255-57-59 West 21st Street, CHICAGO, ILL.

IDEAL POSTAL SCALE
Capacity, 2 lbs. by ½-oz. Price $1.50

WE are confident that our new equipment and process will enable us to offer better goods at better prices than any other manufacturer, and we would therefore be glad to hear from dealers who are in a position to handle quantities of carbon paper, either in the large ream or boxed, sensitive or of the absolutely clean, hard-finish variety.

Samples and quotations to bona fide dealers upon receipt of inquiry

THE CARBON PAPER & RIBBON MFG. CO.
LIMITED
176-178 RICHMOND STREET, WEST
TORONTO, CANADA

LISTEN TO OUR "TALE"

ALL YOU MEN WHO HAVE TO DO WITH TYPEWRITER AFFAIRS

We Make and Recover
TYPEWRITER PLATENS
For The
TRADE ONLY
at prices that are lower than you can secure anywhere else for such
HIGH GRADE WORK

WRITE TODAY
QUICK WORK
Patent Process of Grinding
Will not Injure or Wear Platen Ends

(5 YEARS EXPERIENCE WITH LEADING EXCHANGES)

AMES & FILSTEAD, 332 Dearborn St., CHICAGO, U.S.A

Be Wise and Save Your Eyes

By using one of our Number 50 Lamps. It is portable as a candle-stick. Perfectly adjustable to any position. Can be raised or lowered and placed at any angle. Gives sufficient light for two or three people to work by. In the sick room the light may be dimmed by turning the shade. By the side of an easy chair, bed, couch or sewing table it has no equal. For reading in bed at night, it is perfection. Handsomely finished in Oxidized Copper or Polished Brass. Can be attached to any fixture or bracket or drop-light in a moment. All complete with plug, socket and cord. Price $5.00, with the privilege of ten days' free trial. Money refunded if not satisfactory. Remember this light is Electric. Special price on three or more. Send for circulars of our desk lamps. *Agents wanted*

The Camp Company, La Crosse, Wisconsin

"AS GOOD AS ANY—BETTER THAN MANY"

JOHN ALLEN & CO.

6 Howard Street, NEW YORK

Manufacturers of

Carbon Papers

¶ Typewriter, Pen, Pencil and Full Carbon.
¶ Guaranteed Non-smut.
¶ Long-lasting. Clean Writings.

Typewriter Ribbons

For all makes of machines. Will give best service and insure satisfaction to users.

Write for Samples and Prices

"None Such" STAMP Ink and Pads

Dealers Wanted

BETTER THAN THE KIND YOU NOW HANDLE

"None Such" Ink is the result of close study and many experiments. It has all good qualities that it should have with none of the faults of the other quick-drying inks. "None Such" Pads are better than the old glycerine pads because while **the impression with the ink dries quickly it is very lasting on the pad.**

Many quick drying inks dry out on the pad also.

The impression with our ink is clear.

We guarantee no injury to the stamps.

LIBERAL DISCOUNTS TO JOBBERS.
Sample pad and Price List free upon request.

J. KLAUSMANN, Mfgr.
70½ William St. Newark, N. J.

Smith's Adjustable Index Tags
Save 20% of a bookkeeper's time".

Description: Steel clips, enclosed in leather tabs, on which any desired inscription may be written or printed. They can be instantly slipped on a leaf, or card, and hold with a vise-like grip. They can be quickly removed to another page or to a different book if you wish.

The Best Line: Our tags are made better than any other—wear better and give better satisfaction to the user. The largest business houses all over the country are our regular customers.

The Most Complete Line Besides seven sizes each of Plain Leather and Paper Faced Tags we carry in stock over 1,000 different printed Tags. Our line supplies something to fill every need in indexing.

¾-inch Tag Paper Faced
Seven sizes in stock

1 inch size, Paper Faced
Seven sizes in stock

We Advertise in the leading office papers—System and Business Man's Magazine—and the dealers who carry our goods get the benefit of this advertising.

Write To-Day (on your letter head) for our Stationers' Trade Circular.

Dept. L. Chas. C. Smith, Mfr., Exeter, Neb.

Memphis, Tenn.

The Taylor Paper Co. has been incorporated here for $50,000. The company started business about three years ago in a modest way, and have recently seen fit to incorporate and will increase their business.

Port Huron, Mich.

H. C. Horater Paper Co., which has just been capitalized for $20,000, has begun business here, which is under the management of H. C. Horater.

Petoskey, Mich.

W. D. Cunningham of the DeGrass Paper Co. of Carthate and J. H. O'Leary of the same city have purchased interests in the Petoskey Paper Mill.

Parkersburg, W. Va.

Parkersburg Paper Package Co. will establish a plant here for the manufacture of paper milk bottles, mailing tubes, etc. The patent is controlled by C. F. Jenkins of Washington, D. C. The offices are located in the Boreman building.

Pittsfield, Mass.

There are some who have the happy faculty of doing things differently in the right way, and in a manner that hits the heart so that one will not forget the deed. The Eaton-Hurlbut Paper Co. of Pittsfield, Mass., has recently done a clever little piece of publicity that will live long, at least in the memory of our editor, in binding the first six issues of "Eaton's" in de luxe style, with deckled edges and gilt top. The cover is morocco and on the front is the word "Eaton's," hand tooled in gold, and down in the right hand corner the name of the party to whom the beautiful volume is sent, which is also stamped in gold, making a most artistic book and acceptable reminder of the superior line of society and commercial stationery for which the house is noted.

Holyoke, Mass.

Regarding the shut down of the various divisions of the American Writing Paper Co., it is stated to be the policy of the company to curtail production whenever any division does not receive orders enough to keep running. There have been few such shut downs for that cause. Aside from the shut downs of the mills for the week beginning Aug. 5 to allow the Holyoke Water Power Co. to keep the water out of the canals, production has been curtailed at the following divisions since July 1: Geo. G. Gill Paper Co. division, one week; Holyoke Paper Co. division, one week; Mount Tom Paper Co. division, three weeks; Parsons Paper Co. division, three weeks; Riverside Paper Co. division, one mill, one week.

St. Louis, Mo.

Work on the ground for the $300,000 building for the Graham Paper Co. at the southeast corner of Eleventh and Spruce streets began about the 1st of November. The structure will be finished early in the spring. It will have a frontage of 186 feet on Spruce street and a depth of 200 feet on Eleventh street.

Syracuse, N. Y.

The Weeks-Thorne Paper Co. has been incorporated here for $50,000. The company has acquired the Hart-Lot Paper Co., of which E. Waller was president. The incorporators of the new company are Forest G. Weeks, William F. Thorne and Leonard T. Haight.

Terre Haute, Ind.

The J. R. Duncan Paper and Stationery Co. has removed its stock from the McKeen building to its new place of business at Second and Ohio streets.

Washington, D. C.

The R. P.-Andrews Paper Co. has purchased the entire stock of stationery, paper and blank books of Frederick B. Nichols, formerly of 913 E street, N. W. The old stock will be disposed of by the Andrews company. Mr. Nichols has associated himself with the Andrews company.

* * *

The Andrews Paper Co. has won its suit against the United States in its claim against the government for paper damaged in transit to the Philippines. The amount of the claim was $3,200.

Watertown, N. Y.

The Treadwell Paper Co. of this place has incorporated for $15,000. Incorporators are E. A. Winchell, Everett A. Chick and Charles H. Sprague of Watertown, N. Y.

West Carrolltown, Ohio.

The attempt to force the Friend Paper Co., a million dollar corporation, into bankruptcy, resulted in a defeat and the company is declared not a bankrupt. The plaintiffs were eastern creditors.

Watertown, N. Y.

Frank L. Moore, one of the best known paper makers in this section, has resigned as treasurer and general manager of the Raymondville Paper Co., to accept the position of president and general manager of the Newton Falls Paper Co.

PHILADELPHIA BOOST CLUB.

Organized the First of December with Forty Members—Harry D. Snyder an Active Member.

From the Evening Bulletin of December 5, published in Philadelphia, we reproduce the following account of the beginning of another "boost" club, which promises to prove successful. Here's the story:

"Say," remarked one of Philadelphia's keenest merchants, before a little gathering of acquaintances in a restaurant last night, "that man Pitcoe is a splendid chap. Fine line of goods he handles, too. You ought to meet him."

He spoke of one of his most active and successful competitors. Although instead of sneers at the expense of his rival, he substituted warm praise, his listeners, curious to relate, were not surprised. And why?

They belonged to the "Boost Club," of this city, newly organized, and running in direct opposition to that not overselect musical association, the "Anvil Chorus."

About forty men, recruited from business and professional life, met together last night, and said all the nice things they could about one another. Incidentally, the "Boost Club," Philadelphia branch, was organized. Harry D. Snyder, advertising manager of a large Market street stationery house, presided. It was through his efforts that the club was formed.

The "Boost Club" had its origin in New York four years ago. Its charter members were four men, brought together by a community of thought and interests, who pledged themselves to let no opportunity pass that

The "Independent," "Juco" and "Vulcan" STYLOGRAPHIC and FOUNTAIN PENS

STYLOGRAPHICS RETAIL AT 75 cents AND UP

FOUNTAIN PENS RETAIL AT $1.00 AND UP

Our "BABY VULCAN" STYLOGRAPHIC. Cut shows exact Size; can be carried in any Pocket in any Position.
CATALOGUES AND DISCOUNTS FURNISHED ON APPLICATION. WE SOLICIT CORRESPONDENCE.
(Established 1884) **J. M. ULLRICH & CO., Manufacturers, 27 Thames Street, New York City, New York**

they could use to help or "boost" one another.

The society grew rapidly in numbers and influence. Branches have been established in several cities. They are composed of merchants, lawyers, bankers, salesmen, physicians, in short, any man of fair success and integrity who desires membership.

It was a month ago that the thought of a "boost club" here entered Mr. Snyder's mind. He immediately got busy.

"It was talked of two years ago," he said today, "but you know how progressive Philadelphia is in such matters."

Here was just the suspicion of a gentle "knock." Still Mr. Snyder has been a recognized member of the "Order of Boosters" since last night only, and his slip of the tongue was excusable.

"We're going to make a great thing of it," declared Mr. Snyder, enthusiastically. "We want to do away with knockers. These people running around at large armed with hammers are a nuisance. They hurt the city.

"Be a 'booster,' stop a 'knocking.' Try to give your rivals a good word. Don't say nasty little things of them behind their backs. It doesn't pay in the long run. That's straight. If you can't benefit yourself, see if you can't help along others."

Neat little postal cards, bearing the motto of the "Boost Club," have been mailed to business men throughout Philadelphia. They are asked to become members.

The club has arranged for a special lunch room, where tables will be reserved for members who may find it convenient to drop in at noonday and dine with business associates. "Treating" will not be allowed, each man must pay for his own repast, and may gauge his expenditure by his income.

A dinner, for the discussion of social and business matters, will be held once a month. Prominent men will speak and music will be provided.

The next dinner meeting is scheduled for January 7. Officers will then be elected. Last night an "organization committee" was appointed. Mr. Snyder is the chairman, and has E. L. Knott and F. S. Lacey for his assistants.

When the club is in good working order it is hoped to publish monthly editions of a little booklet, which will contain items of help and interest to "boosters."

Every member of the organization may wear a "boost" button, or a "boost" fob, or may assume any of the many distinctions to which a booster is entitled.

There are various dignitaries with high sounding names in the order. For instance:

The Arch-Booster, the Festive Booster, the Glad Hand Booster, the Scribe and the Coin Keeper. And there are others.

The cardinal principles of the "Boost Club" are:

To inculcate the spirit of true and loyal friendship.

To be kind, helpful, and not too critical of others' faults.

To make our daily life worth while to the other fellow.

To practice as well as preach our motto.

Following are some "Boosterettes," not all of them original, it is admitted, but all of them good.

"Never mind who was your grandfather. Who are you?"

"Think twice before you speak, and then say it yourself."

"Chase your work, or your work will chase you."

"A dead fish will float down stream, but it takes a live one to swim against the current."

The charter members of the club include:
E. L. Knott, American Multigraph Co.
E. D. Dorsey, Addressograph Co.
F. S. Lacey, L. C. Smith Typewriter Co.
Wm. H. Bartleman, Business Show Co.
Frank W. Kidd, Otis Elevator Co.
Edwin A. Bateman, Business Show Co.
R. B. Campbell, William Mann Co.
L. H. Hall, William Mann Co.
J. H. Binns, William Mann Co.
DeWitt Dunn, William Mann Co.
Samuel Y. Thomson, Thomson Printing Co.
C. L. Metzger, Felt & Tarrant Co.
H. S. Custer, Felt & Tarrant Co.
H. E. Nyholm, A. Hartung & Co.
John O. Franz, A. Hartung & Co.
R. V. B. Potter, Technical Supply Co.
A. J. Grunwald, Technical Supply Co.
L. W. Hoffman, William H. Hoskins Co.
Fred Sneller, William H. Hoskins Co.
R. O. Drake, William H. Hoskins Co.
J. H. Cross, N. W. Ayer & Son.
R. H. Schreiner, Philadelphia Inquirer.
J. F. Kelly, Evening Telegraph.
Charles Blum, advertising agent.
J. M. Brooks, North American.
S. G. Welsh, Public Ledger.
George Scudder, Burgoyne-Bingham Co.
J. A. Hinds, Curtis & Brother.
John T. Sheehan, C. J. Cohen Sons.
Ralph Hunsinger, Dobbins Soap Mfg. Co.
E. V. Gaun, Royal Typewriter Co.
Frank Manning, Jr., Gatchel & Manning.
Thos. N. Baun, C. E. Sheppard & Co.
H. A. Ferreira, the Meek Co.
Theodore F. Pohlig, Philadelphia Press.
C. W. Bieber, C. F. Rumpp & Son.
Howard T. Wright, Evening Bulletin.
W. P. Laing, Standard Adding Machine Co.
John W. Kennedy, A. Pomerantz & Co.
Benj. F. James, Standard Engraving Co.
Albert Wolf, Wolf Brothers.
Louis Megargee, I. N. Megargee & Co.
W. R. Tustin, I. N. Megargee & Co.
George Gormley, I. N. Megargee & Co.
Thos. Furlong, I. N. Megargee & Co.
Thos. E. Sheehan, I. N. Megargee & Co.
Sparta Fritz, I. N. Megargee & Co.
Thos. J. Curry, Wilkinson Bros. Co.
E. N. Crosman, Whiting Paper Co.
Ralph Keenan, Whiting Paper Co.
W. R. Reitzell, Whiting Paper Co.
James Keefer, Whiting Paper Co.
M. A. Wood, Whitehead & Hoag Co.

The list will not be closed until January 7, the date of the first monthly dinner, by which time there is every indication that there will be quite a substantial addition.

The organization committee is composed of Harry D. Snyder as chairman, F. S. Lacey and E. L. Knott. A committee on lunch room was also named, composed of R. V. B. Potter as chairman, Samuel Y. Thompson and R. B. Campbell. Their duty is to obtain a suitable room where the Boosters may lunch together.

The next meeting of the club is to be held January 7, at which the Boost Club of Philadelphia will take on a permanent life.

DEALERS' PROFITS 300%
when they handle
MORTON'S CRYSTAL TYPEWRITER OIL
½ oz. size.

This oil is absolutely ODORLESS and is the only oil that does not injure the rubber roller or plate because it is pure and gumless.
Finest Made. Sold all over the world and bottled under Special Dealer's Label if desired.
Free Sample to typewriter and office supply dealers.
Get our Dealers Terms.
MORTON MFG. CO., LOUISVILLE, KY.

Ramer's Bichrome Ribbon Attachment
converts a Remington Typewriter into a two colored writing machine in a few moments. A fine side line and the one best seller. Sample Attachment $2.00.
Keep in touch with RAMER for new things and Ready-to-Sell Typewriters.
Wholesale Typewriter Company
108-110 Duane Street, New York City, N. Y.

Chichester Typewriter Chairs
are Favorites with the
DEALER
because they please the
Consumer
They please the consumer because
"THEY FIT THE BACK"
If you sell Typewriter Chairs, get our Catalog. Shows our Full Line of Patent Adjustable Back Chairs.
Chichester Bros. Chair Co.
13 Elizabeth Street, New York

A New Idea for Getting Business

When a man is willing to back up his convictions by going down in his pocket for the coin, it is sufficient evidence that he means just what he says. Mr. David E. Block, advertising manager of the J. K. Gill Co. of Portland, Ore., believes that the Trade Journal is the business man's Bible. The circular which we reproduce in the center of this page shows just what he thinks about it.

Here is a suggestion from a wideawake advertising man which could be applied by the manufacturers of paper and office appliances in general. The leading producers of office equipment advertise in the trade papers. Now and then there is found some old fossil in the business world, who is always singing the song: "I've been in this business for twenty years and have always gotten along without the trade paper and I do not intend to begin taking one now." These are the people you want to reach, and it is an eye opener to one of "These Denizens of the Woods" to get an offer from a reputable firm that a subscription to a leading journal will be sent gratis on the ground that the good derived from it will compensate for the little difference the price would make in the bank account.

The recipient of a subscription to a trade journal under these conditions begins to wake up and take notice and wonder if there really is anything new under the sun. He reads the paper first through curiosity, in order to see what it is all about anyway. Then, he discovers the company's advertisement, learns better how to use their goods and sends them a nice order.

The trade paper is a silent salesman for every house which advertises in it. It is the kind of a salesman that comes along just at the right time, when the reader is in the receptive mood. When it enters an office it does not have the office boy return its card with the answer that the proprietor is busy. No, it takes its place right in the office with the man behind the desk, and when he has a moment's leisure it gets down from its waiting place and gives the merchant a selling talk which he remembers for all time because his mind is open for suggestions and in such soil seeds will take root as under no other conditions.

When you begin to think of it, the fact is at once apparent that the trade journal is the only medium through which the retailer can keep up with the ever onward progress of the mercantile world. He can't get new trade conditions in the daily paper, he usually can't go to the city every month to learn of all the new things, the house representative cannot make a trip to him every time any thing new is out. His chief source of education is the trade paper. He should take it to safeguard his own interests. He should be a subscriber to properly serve his customers. He should read the trade journal in order to imbibe himself with the spirit of the trade he represents, to learn the new things about it, to devise better plans for conducting the business, and to adjust himself to future demands.

Office Appliances wishes to announce that it will co-operate with any advertising manager or purchasing agent in developing a greater appreciation of the value of trade papers. In order to show that this journal is sincere in this respect it will make a special price of 25c for a 3 months' trial subscription to Office Appliances to any firm or representative wishing to educate dealers as to the possibilities of increasing sales by following modern business methods.

Over 10,000 Extra Copies Circulated.

It is one thing to handle the goods required to meet the demand. Most dealers have found, however, that it pays much better in the last few years to create the demand by educating the people in the use of the many utilities on the market which save time and labor. This field is a new one and it is developing very rapidly. The only publication to-day which gives a complete catalog of all the new devices is Office Appliances. Arrangements have already been made by a few firms to send out 10,000 extra copies of this journal in January, in accordance with these ideas. It is obvious that if some consumers get in the habit of using these new and up-to-date appliances, the greater will be the demand from all consumers, since the spirit of rivalry will make the most conservative concerns yield to the influence of having their offices as much up-to-date as their competitors.

DAVE E. BLOCH,
Manager Publicity Department, J. K. Gill Co., Portland, Ore.

MY OFFER—

¶ I want you to know the value of Trade Papers, and to that end I will dig down in my own pockets, mind you, and pay your subscription for six months to the best Trade Paper in the world.

¶ I make this offer because I believe the many little schemes and ideas in such publications will be of mutual benefit.

¶ For practically every business, there is a Trade Paper. One would be surprised at the number of them were he to see a complete list, and "The very fact that these journals exist and prosper, is proof of the necessity of them," says a man who knows.

¶ Some mingle on the sunny side of the world to divulge information, while others give facts and figures to keep the retailer abreast of the times.

¶ Now, sir, I want to present, with my compliments, a subscription to your choice of the four leading Stationary publications, namely, "Office Appliances," "The American Stationer," "Walden's Stationer," or "Geyer's Stationer."

¶ This with one proviso,—and that merely to keep out the man who would only accept my offer because, as he would say, "Oh, well, it don't cost me anything!"

¶ To assure me that you are truly interested, make up a $25 order from The J. K. Gill Co.'s catalog, or from the articles described in the November-December number of "Gill's," send it to either the firm or myself before the 5th of December (mentioning this offer), and I will take pleasure in having your subscription entered at my own expense.

¶ I'm not making this offer because I am so rich that I do not know what to do with my money, but because I know the good will created will soon exceed the amount invested.

¶ Believe me,

Yours sincerely,
DAVE E. BLOCH,
Mgr. Advertising,
The J. K. GILL CO. Portland, Oregon.

The trade paper is to the retailer what the show window of the department store is to the purchasing public. In the trade paper he sees the many things which are advertised and knowing his trade he at once determines if he can sell the new line to his patrons. But if he is not a subscriber he not only looses the opportunity of handling the new line, but the manufacturer looses a chance of adding a permanent buyer to his list of patrons.

There was a time when trade journals were not as necessary as they are to-day. When business was done on a large margin, when the merchant and the manufacturer was not hammered every minute of the business day by competition, when crude methods predominated for dispatching the work of the office, then the man of average capacity could hold his own. But to-day more than ability is required. Modern methods of handling business have brought a new competitive coefficient in business, which must be recognized.

The trade journal is suggestive. It tells how others do things successfully. As we all are imitators more or less successful methods in one line of business are often very easily adapted to another line with little modification. The study of how several men sell a line of goods adds new knowledge of the art and through our wonderful power of imagination we are often able to think of new methods and schemes never before tried, which are very successful as compared with the old way.

Inventive genius having turned to the production of machines and devices for dispatching office work, it is only natural that many questions should come up as to the practicability of these new appliances. The best place to discuss the merits and demerits of such questions is in the columns of the trade paper.

Competition is so keen that the trade journal has a special function to perform in giving a true description of the progress made by the manufacturers of the various devices and supplies. It keeps the dealer better posted as to the quality of the goods he handles, also how they compare with the same line made by another house. In the department of Office Appliances known as Pilgrimages will be found each month a rational description of some industry in which office appliance dealers are interested. Every retailer can sell his goods better if he knows something of how they are manufactured. It is generally conceded that sales on a line of goods which the retailer has given careful study increases very considerably. It is obvious that it is to the manufacturer's interest to educate the dealer as to his line of goods, and therefore the idea conceived by Mr. Block in this respect is of special importance.

NEW FACTORY WILL BE WELL EQUIPPED.

Kalamazoo Stationary Company to Have a Most Complete Building.

The Kalamazoo Stationary Company, one of the city's biggest industries, is about to begin operations in the new factory which is being built for it at Frank and Walbridge streets. It is expected to have the building completely roofed by the end of the present month and when finished the factory will be 800 feet long and 100 feet wide, forming an "L" on the two streets.

Besides being perhaps the largest concern of its kind in America, it will also be the best equipped, and about 100 hands added to those already employed. An active campaign for business has been commenced.

The annual meeting of the board of directors was held recently for the purpose of electing officers and directors for the coming year. The board will consist of the following: F. M. Hodge, H. B. Hoyt, H. F. Dayton, Bertrand Hopper and C. H. Wright.

At a meeting of the directors the following officers for 1907-8 were elected: President, C. H. Wright; vice president, F. M. Hodge; secretary, Bertrand Hopper; treasurer, H. F. Dayton.

CLUB SUBSCRIPTIONS AT $1 EACH.

The publishers of Office Appliances will accept subscriptions to this paper in lots of 10 names or more at one time, for $1 each. (Domestic.)

Baltimore Stationers Meet.

The Baltimore Stationers' Association held its annual dinner last night in the handsome banquet hall of the Hotel Belvidere. Covers were laid for sixty-two.

A musical program was rendered during the evening by Bornschein's orchestra, interspersed with songs by Mr. W. H. Wilbur, which were enthusiastically received.

After cigars were lighted the diners were entertained by the speakers of the evening—Mr. W. F. Lucas, Jr., who gave an interesting talk on "Antiquities"; Messrs. Charles H. Mann, president of the Philadelphia Stationers' Association and late president of the National Association of Stationers and Manufacturers; W. J. Coane of Philadelphia, Rev. H. Frank Rall, Ph. D., Charles W. Beers and F. Albert Kurtz. The speakers were introduced by Mr. Charles E. Falconer. The following gentlemen participated:

P. M. Adams,	M. Meyer,
W. Benson,	J. H. Murray,
W. S. Brown,	T. G. Nicholson,
C. W. Beers,	J. E. Nunn,
P. E. Crowl,	D. O'Donovan,
W. J. Coane,	J. J. O'Donovan,
J. M. Dulany,	W. E. Paul,
W. J. C. Dulany,	J. Paul,
R. C. Dulany,	Rev. H. F. Rall, Ph. D.,
C. E. Falconer,	J. E. Richardson,
C. M. Falconer,	H. F. Rittler,
G. Filbert,	C. R. Royston,
M. Gardiner,	W. Scheffenacker,
W. P. Gildea,	W. F. Smith,
R. L. Golder,	E. Slye,
E. Hanzsche,	J. A. Start,
F. S. Harrison,	T. A. Steinmueller,
F. H. Holthaus,	G. W. Tall,
W. A. Houston,	O. J. Tall,
J. G. Hullett,	S. J. Thalheimer,
J. Kaufmann,	S. K. Thalheimer,
Z. Kaufmann,	C. M. Thompson,
J. T. Kelly,	J. C. Tucker,
J. W. Kennedy,	C. E. Turner,
F. A. Kurtz,	C. C. Walden,
J. J. Landragan,	J. Carroll Watts,
C. R. Leake,	LeRoy D. Wentz,
W. F. Lucas, Jr.,	W. H. Wilbur,
E. B. Luckett,	L. C. Witkowski,
R. D. Lyles,	M. W. Wolf,
C. H. Mann,	E. B. Young.

REMINGTON AGENCY—NEW ZEALAND.

HOW TO CURE TARDINESS.

One of the essentials in office discipline is promptness in attendance on the part of all the employees. There have been methods practiced to accomplish the desired result but most of them have failed. With the advent of the time clock part of the trouble was eliminated, but with those who have little regard for punctuality it did not solve the problem.

Various plans have been practiced to secure the prompt attendance of every member of the office force, and many of them are very commendable. One of the largest firms has a Thermometer in each room which registers the number of tardy employees each day. It is of course the aim of each department to have the "Mercury" in their room stand as low as possible. In connection with this system is a penalty if an employee is late more than a certain number of times in a week.

Another scheme which is said to have brought results, requires each employee to make a report of the time of arrival in the morning and after lunch. For this purpose cards are furnished, with blanks for the desired information. The cards should be so printed that the filling in of the data is simple and takes very little time. This method puts each employee on his own honor, which is the chief value of the plan. When the tardy employee has to place the amount of tardiness on a card and hand it in, being conscious that the time wasted is being paid for and no service has been rendered for it, he will not be late many times. If tardiness continues then it is obvious that the employee is in the wrong sphere and the sooner he gets the "blue" envelope the better.

Very few employees will stoop to lie about a matter of this kind and to prevent the embarrassment of having to make a tardy report on themselves, they make an extra exertion to get to the office on time. Where this plan was used the amount of tardiness vanished like magic, and the spirit of loyalty was maintained, which is not always the result of some of the harsher methods employed by the men, who believe in driving employees around like a lot of cattle.

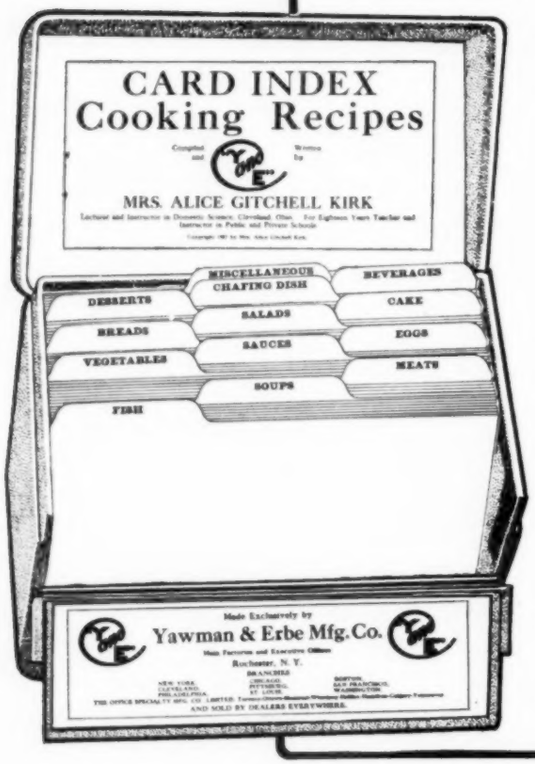
THE REMINGTON TYPEWRITER IN NEW ZEALAND.

We publish herewith a picture of the Remington office at Wellington, New Zealand. This office is in the Colonial Mutual building situated at the corner of Custom House quay and Harbour street. The location is a most suitable one, being on the main street at a curve where most of the traffic is concentrated.

The figures at the door represent the staff of the Wellington office with the exception of the traveling salesman who was absent on a trip. The company have other offices in Dunedin, Auckland and several other New Zealand cities.

DEC 18 1907

Housekeepers Will Welcome This Inexpensive Recipe Outfit



IN countless instances "Y and E" Card Index Systems have supplanted book records in every type of business office.

We now offer a simple, efficient Card Index Outfit to be used by the *housewife* for filing her most important household data—her Cooking Recipes.

Every woman who has experienced the disadvantages of the cook book will appreciate a

"Y and E" Card Index Cooking Recipe Outfit

Each of the 125 recipes is printed on a strong 6 x 4 card on one side only. These cards are classified by subject behind printed index guides. Each recipe is thus immediately available.

Before beginning the preparation of materials, the recipe card is hung conveniently on the wall (each card being perforated at the top for this purpose). It need not be touched again until the preparation is entirely completed and the hands are clean.

The recipes have been carefully prepared by an experienced instructor in Domestic Science and are thoroughly reliable and accurate.

Price to consumer is $1.00 each. Write to-day for the money-making discount which we are quoting to the trade.

YAWMAN AND ERBE MFG. CO

Main Factories and Executive Offices, Rochester, N. Y.

Branches: (Look us up.) New York, Boston, Chicago, San Francisco, Los Angeles, Cleveland, Pittsburg, Philadelphia, St. Louis, Washington.

CANADA: The Office Specialty Mfg. Co., Ltd., Toronto, Montreal, Winnipeg, Vancouver.

WANTS

NOTE—"Want" advertisements are received for this department at 2 cents a word for light faced type and 3 cents a word for heavy faced. Minimum charge of 50 cents. Only legitimate advertisements received, and those relating to trade necessities.

HELP WANTED.

NO MATTER how satisfactory your present position you ought to be insured against loss of opportunity; confidential service. HAPGOODS, 305 Broadway, New York City.

WE WANT A FIRST-CLASS REPAIRMAN immediately, who can thoroughly rebuild all makes. Must be sober and rapid workman. Good wages and a steady job to the right man. Capitol Typewriter Exchange, Denver, Colo.

WANTED—15 experienced adding machine salesmen wanted to handle the Wales Visible Adding Machine. Excellent exclusive territory. None but strictly high class salesmen need apply. Address Manager, Adding Machine Company, Wilkes-Barre, Pa.

TRAVELING SALESMAN WANTED—A leading manufacturers of ribbons and carbon papers desires a salesman to handle dealer's and stationer's trade. Only those who know how to get and handle this class of business need apply. Give references and salary desired. Address Carbon, care Office Appliances, 303 Dearborn St., Chicago, Ills.

WANTED—Salesmen selling office supplies to consuming trade to handle an attractive specialty as a side line. Liberal commission. Give references. Address, Manufacturer, care Office Appliances, Chicago. 12-07

SALESMEN WANTED in every large city, to manage branch office and surrounding territory; office furniture line; good opening. Full particulars required in first letter. Coufield Company, Grand Rapids, Mich. 1-08

LOOSE LEAF SALESMEN WANTED—To handle our well known line on the road. We have some openings in some of the best territory in several states. We would prefer that our line be carried exclusively, but will not object to some side line which is also sold to the commercial stationers. Splendid opportunity for the right men. Address, Chicago Binder & File Co., Chicago, Ill. 12-07

WANTED—By manufacturer of well known specialties, competent organizer to manage the introduction of a new letter finding file, bound to sell. Inquiry may prove advantageous. Address FILE, care Office Appliances, Chicago. 12-07

WANTED—An experienced stationery and printing man willing to invest some capital, to take charge of an established wholesale and retail stationery business. Address, Hustler, care Office Appliances, Chicago, Ill. 12-07

WANTED—First-class man to sell our lines of paper pencils and erasers on commission in territory west of Chicago to Pacific Coast. The Rosenthal Co., 346 Broadway, New York. 12-07

EXPERIENCED FILING DEVICE SALESMEN who want to improve the present outlook for their future, and in addition, make more and easier money during the immediate now, can get in touch with a few gilt-edged opportunities by writing me, in fullest confidence, particulars regarding their experience, present connection and salary, age; whether single or married and sending photo, which will be returned if desired. Address, R. E. Maurer, Drawer L, Rochester, N. Y. 1-08

SITUATIONS WANTED.

REPAIR SALESMAN—Young man wants position out west; at present in charge of repair department of Agency of Standard machine and general repairs. Good all round mechanic. Can make good. Charges of agency preferred. Address, Cosmo, care Office Appliances, Chicago, Ill. 12-07

AN ALL ROUND TYPEWRITER REPAIRMAN desires to locate in the west. Object, wife's health. A man capable of taking charge of typewriter department for some commercial stationer. Moderate salary. Address, Merry, care Office Appliances, Chicago. 12-07

WANTS

EXPERIENCED MAN—Well acquainted with the stationery and office appliance trade of Chicago. Wants good specialties to handle on commission. Down town office will be maintained. Manufacturers without such representation will find it to their advantage to correspond with Responsible, care Office Appliances, Chicago. 12-07

FOR SALE.

ADDRESSING MACHINE patents for sale. A new style machine, using rubber or metal faces, and specially adapted for speed. Address the inventor, Martin Burke, 1427 W. Monroe St., Chicago.

FOR RENT.

PART OF ADDRESSOGRAPH SALESROOM in "Office Appliance Row," Chicago, on Dearborn St. To concern handling high grade office specialty which interests same class of trade as addressograph. Location central, convenient to surface and elevated cars. Light, heat, etc. Janitor service furnished. Address Addressograph Co., 33 Dearborn St., Chicago, Ill.

MISCELLANEOUS.

AGENTS—Something new. Copyrighted. Typewriter Backing Sheets; saves the machine, improves letters and carbons, gives easy touch, deadends sound, saves type and roller, makes old rollers and type work like new and many other reasons why every stenographer should use our sheets. Can sell one to twelve dozen in every office where typewriters are used. Handsome profit; 10 cents for postage on agent's sample and prices. North

CAPITAL WANTED—For the manufacture and marketing of a new visible writing typewriter along modern lines. Model almost completed. Opportunity now for man with capital to secure the control of the patents and the machine. Address Chicago, care Office Appliances, Chicago. 12-07

On October 23rd Marshall Field & Co. Ordered 153 New Model Comptometers

This is by far the largest single order for adding machines ever placed.

Marshall Field & Co. have used Comptometers for twelve years. We do not need to tell them how fast, durable and accurate the Comptometer is—They know.

Our competitors have had their systems experts at work for years trying to devise methods by which their "just as good" machines might be used. The best "just as good" machine has never proved to be one-half as efficient as the Comptometer.

This purchase is a complete endorsement of the Comptometer—its speed, durability, wide range of utility and general superiority.

The Comptometer was the first practical adding machine put on the market. Ever since it has been distancing its competitors.

Improvements, too numerous to mention, have given the Comptometer a firmer grasp than ever on its prominent position. "It's in a class by itself."

USES

RETAIL DEPARTMENT

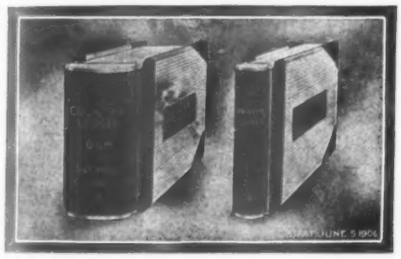
Adding cash checks to balance cashier.
Adding charge checks to balance with bookkeeper.
Adding C. O. D. checks to balance with shipping dept.
Totaling department sales.
Totaling individual salesman's sales.
Checking incoming bills.
Figuring profit and loss.
Figuring per cents in department statistics.

WHOLESALE DEPARTMENT

Bill extending.
Addition of sales statistics.
Checking incoming invoices.
Addition on pay rolls.
Figuring profit and loss.
Department statistics.
Addition of columns found in general bookkeeping and auditing dep'ts.

Write for facts and special trial offer. Comptometer sent on trial, express prepaid, to responsible parties in the U. S. or Canada

FELT & TARRANT MANUFACTURING COMPANY, 867 N. Paulina Street, CHICAGO, ILL.



The Majestic Loose Leaf Ledger

is made

To Satisfy the Demand
Of the Most Critical Buyer

Simplicity—Durability—Beauty

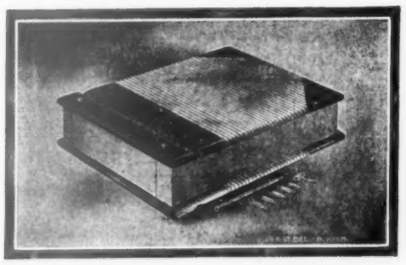
Stationers! Sell the Line of Quality

The Majestic Transfer Ledger

is made

In Various Styles of Binding
Used for Office Records of All Kinds

Write Us for 72-page Catalogue



Sieber & Trussell Manufacturing Company

EASTERN BRANCH
52 Duane Street
NEW YORK

OFFICE AND FACTORY
4000-2-4-6 Laclede Avenue
ST. LOUIS, MO.

WESTERN BRANCH
First and Folsom Sts.
SAN FRANCISCO

Young Man—We Want YOU!

Step Right Into a Big Business

Young Men Wanted at Once We need several more young men to fill vacancies in our sales force. These vacancies are due to the rapid extension of our business into new territory, and to the promotion of local agents to higher positions in the Oliver Organization and the increased demand created by The New Model Oliver No. 5.

Limitless Possibilities of Our Field We are the largest independent typewriter manufacturers in the world. In the ten years of this Company's existence we have not only overtaken but far exceeded the sales of every one of the "trust" machines. To-day our main problem is to produce Olivers fast enough to supply the demand.

Oliver Typewriter Writes in Sight The visible writing of the Oliver Typewriter is its supreme advantage over the old-style machines. But we add to this advantage, light key touch, great manifolding power, perfect alignment and adaptability to a very wide range of uses.

We Want Young Blood The manager of our Sales Department is a young man. He has surrounded himself with a strong force of bright, aggressive, resourceful young men. He has trained them for success. Under his leadership they have made a sales record unequalled by any other selling organization in America.

Course in Salesmanship Free—Expenses Paid After a young man has joined the Oliver Organization, he is given a full course in the Oliver School of Practical Salesmanship. The course opens up the secrets of success in selling merchandise. It gives him the confidence born of conscious power. This course is free, but is easily worth hundreds to any ambitious young man.

The Critical Period in Your Life There comes a time in every young man's life when he must decide as to his future. That time has come to you. This opportunity is so rich in money-making possibilities, so unusual in its chances for quick promotion, and the territory is so rapidly being assigned, that some day you will look back upon this hour with regret if you let this chance slip from your grasp.

We Offer You the Possibility of a Permanent Position We give free training in salesmanship, rapid promotion if competent, exclusive territory and reward commensurate with your ability. You can step right into the typewriter business without any previous experience. You should easily build up a business worth $3,600 a year or more. **It's up to you!**

ADDRESS AT ONCE

The Oliver Typewriter Company

93 DEARBORN STREET, CHICAGO